

**An Instagram is worth a thousand words. The utilization
of Instagram as a key social media marketing strategy.
Case: Valona Design.**

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<p>This bachelor thesis presents a project, which is commissioned by Valona Design, a Finnish-based design company in arts and crafts. The main outcome of this thesis is to familiarize the reader with the fast-changing social media branding, which is applied to the commissioning company.</p> <p>The final objective of this thesis is to produce a customized content marketing calendar for the commissioning company which is based on the social media branding's framework. The content marketing calendar will include all the findings and theories taken into application from the framework; in which, serves as a marketing strategy for Valona Design. It includes visuals, content, community and basic marketing plan.</p> <p>The objectives of the project have been set by both the commissioning company and the author. The need of the calendar and how to implement it is from the CEO of Valona Design who is currently the only one person handling Instagram account and has not been familiarized with Instagram branding. The thesis also acts as a useful bachelor study material about Instagram branding specifically and social media marketing or digital marketing generally.</p> <p>The exclusive purpose of the final product is to create an efficient, up-to-date and simple way of handling Instagram for Valona Design; in order to support the marketing strategy. It will be used for the half-end of year 2016 and in the future. It is designed to serve an Instagram account from 2000 followers up to 10000 followers. The limitation of this thesis is the testing plan and performance measurements from Instagram posts to optimize further.</p> <p>The final product has been fully customized for Valona Design company. It meets the needs from Valona Design and fits the background and overall branding strategy of Valona Design. The framework was built by a great effort on desktop study through several sources, both books and the reliable Internet references. The informative, detailed and extensive meetings with the CEO of Valona Design resulted in suitable outcomes for task of making Instagram marketing plan.</p> <p>The feedbacks, adjustments and evaluation of the thesis process has been analytically given at the end of the thesis. Further partnership between Valona Design and the author is confirmed.</p>	
Keywords Social media, Instagram, content marketing, branding, visual identity.	

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1 Introduction

Social Media has been a hot topic for over the last few years and it is now not only the tools people use to be social, but also to make ends meet. This chapter will briefly guide the reader through general reasons-why to the details on how possible Instagram can be a key asset for Valona Design.

1.1 Background

There are 487 Instagram photos uploaded each and every single second, around 43 million photos uploaded every single day (Internet Live Statistics 2016). It was predicted that 48, 8% of US companies will use Instagram for marketing activities in 2016 and will jump to 70, 7% by 2017 (Emarketer 2016). The world of marketing is changing rapidly every single second passing by and technology is dominating our lives. In order to keep up the pace, marketers must have strong mind, wide knowledge and most importantly, flexibility to the marketing movements.

From the company's perspective, social media will become one of the most valuable assets not only in marketing department but also in the academic viewpoints. Social Media Command Centers have been established and developed in the big corporations such as Salesforce, Dell, Cisco and so on. Social media is currently so much more effective than the conventional marketing for the last 6000 years because of two-way communication. It is no longer pontificating. Listening first, understanding the conversation and speaking fast is social media marketing nowadays. (Lon 2012, 5-6.)

For the customers, they want it to be personalized. "They want to be educated by, hear their news from, and get their product reviews by people they know and trust" (Safko 2012, 05). Therefore, social media has a great impact on our decisions, it is everywhere, and it is not real but real. It is a part of our lives.

Valona Design as a jewelry and decorations company based in Helsinki, Finland, found social media, more specifically, Instagram, such a potential advantage for the company since early stages. However, as stated, the world of marketing is changing every day, it is challenging to follow up and even harder to become a trend setter and eventually make the brand stronger and expand the business wider. Therefore, researching, implementing the project together, evaluation of the process is of importance as a result for Valona Design for better branding and future steps into the international business world.

As of a bachelor's thesis, this is the final study for a long and well-done path in the past 4 years of University. This will support further study or job-hunting process as it will stand nicely in the CV or forever memorable and beneficial for the student. Choosing marketing as a specialization, this thesis will be the first professional masterpiece papers that I am putting a lot of effort into it. I expect knowledge, experience and eventually but most importantly, motivations and lessons along the process of this thesis. My professional career will have a nice beginning starting with this academic but practical study.

1.2 Project Objective

This thesis aims to attract more customers internationally by having a solid Instagram marketing strategy, which results in stronger brand of Valona Design.

The project objective can be worded as Instagram strategic plan as an asset to make Valona Design better-known while going internationally.

Table 1: Project tasks

PROJECT OBJECTIVES	Instagram strategic plan as a key asset to strengthen Valona Design brand in the international market.
PROJECT TASK 1	Establishing the theoretical framework for Social Media Marketing.
PROJECT TASK 2	Analyzing current situation with Valona Design's Instagram.
PROJECT TASK 3	Designing Instagram marketing plan.
PROJECT TASK 3.1	Designing basic marketing plan
PROJECT TASK 3.2	Designing principal of visualization
PROJECT TASK 3.3	Making content editorial calendar
PROJECT TASK 4	Presenting the calendar to Valona
PROJECT TASK 5	Finalizing the calendar
PROJECT TASK 6	Choosing analytic tools to measure success
PROJECT TASK 7	Evaluating the outcomes of the plan and the project.

The overlay matrix, which is attached at the end of this thesis (Appendix 1), presents the theoretical framework, project management methods and outcomes for each project task. Briefly speaking about the project management of this thesis, the first step that has been already done is to find out which professional sources to rely on and build up a model for the thesis's theoretical framework. Secondly, with the base of theoretical framework and the help from Valona Design, current analysis of Valona Instagram account will be carried out. Thirdly, after finding the strengths and weaknesses, the next phase is to design a principle of visuals and content marketing plan in order to complete the content editorial

calendar throughout the year for Valona design, the method here is to create ideas based on the Instagram branding model and the current analysis in order to find out the best among the best. By presenting the draft to the commissioning company, a feedback collection will be made in order to complete the final content editorial calendar. After gaining feedbacks, adjustments are made to prepare for the final version of the content calendar. Choosing the right analytic tools will also be of importance for Valona. And finally, evaluation, experience gain and debrief of the whole project will be discussed critically and carefully to give an overview of the whole process.

1.3 Project Scope

This thesis study will focus on Instagram marketing strategy and making a content calendar in cooperation with Valona Design. Therefore, other social media channels like Facebook or YouTube will be excluded in this thesis. There will be study on the strategy, content and visual marketing, Instagram tips on how to get more followers and Instagram-related tools like hash tags, tags and geography analysis. Overall, this will focus on branding, answering the question: How to make the brand stronger with the help of Instagram?

Other aspects such as inbound marketing, offline marketing will not be included in this study. Moreover, calculations on measuring ROI will not be discussed as well. A total complete and fixed calendar for content will not act as the final outcome. However, a plan and suggestions will be carried out and experimented together with Valona Design to find out what works best.

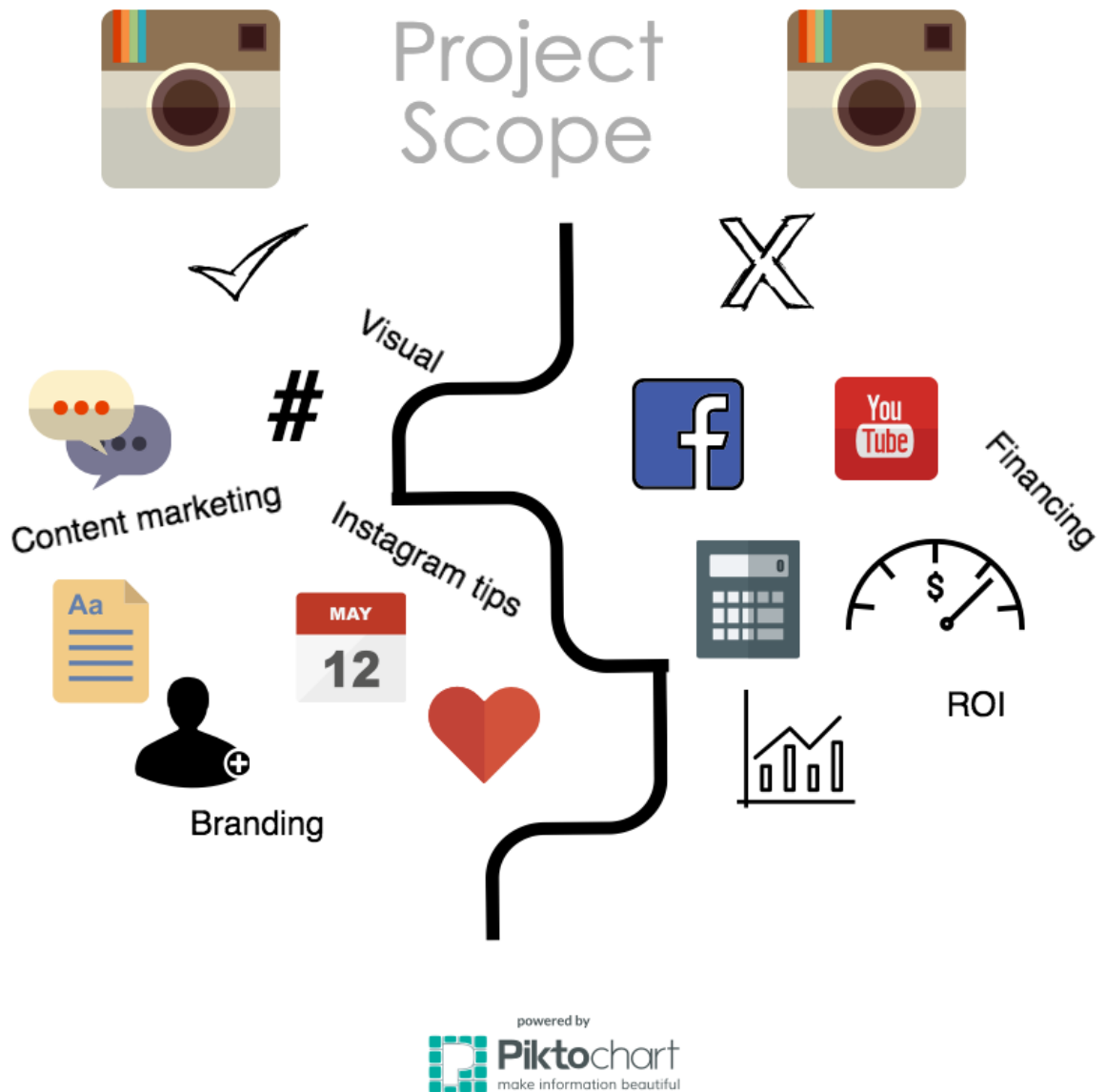


Figure 1: Project Scope (demarcation)

1.4 International Aspect

Valona Design is expanding their business. They currently have 30 to 40 distributors all over the world (from Iceland, Germany to Japan). They are about to open an online shop and expanding more to the English-speaking countries. With this topic, it will serve the international aspect perfectly. More specifically, Valona Design will use Instagram with hash tags and other contents as tools to attract followers all over the world to become customers eventually.

1.5 Benefits

The thesis will act as an on-going project, meaning Valona Design and me will analyze and evaluate all the steps together every now and then. Valona Design will get real time results and the student will get experience to continue creating the strategic plan for Instagram.

To other stakeholders like start-ups in fashion & beauty industry will get a deeper look at how Instagram would benefit their career. Secondly, tips and lots of real time examples of Valona Design will be a case study for many people who are pursuing the marketing path. For the sake of Valona Design's customers, this will help them have better look and view-points on Valona and furthermore, become loyal customers and help them with word of mouth.

Working with Valona Design, professionalism and real world experiences will be of privilege. Lessons from the CEO, Valona's customers, stakeholders and examples will be the student's assets in the future.

1.6 Key Concepts

Social Media – are networked database platforms that combine public with personal communications (Meikle 2016, 6).

Instagram (portmanteau of Instant Telegram) is a mobile application that allows mobile users to take, upload, and edit photos and videos. Instagram also has social networking services that users are able to share the contents to the followers or a circle of people, like, comment in others' posts.

Hash tags (#) provide a way to organize and sort information inside a social media website (Miles 2014, 27).

Engagement is the interaction between people and brands on social networks (McGurk 06 November 2014).

Content marketing is a device used by companies to educate, inform or entertain customers or prospects by creating attention or causing behavior that results in leads, sales or advocacy (Baer 2016).

Visual identity will be what the customers see in their minds when thinking about your brand (Diamond 2013, 193).

1.7 Case Company

Valona Design was established based on the inspiration from Elina Mäntylä. Valona design is all about Nordic style interior decor and jewelry such as wooden himmeli, birch crystals and geometrical shaped earrings and necklaces. Valona is located in Madeby Helsinki store and a workshop place in Helsinki, Finland. Online store for Finnish customers is via Madeby Helsinki's website and for international buyers is via Etsy.com. Valona Design also has around 30-40 distributors all over the world, the biggest being: England, Japan, Iceland, and Germany.

Valona as a brand is growing steadily but not significantly. On Social Media, Valona has Facebook, LinkedIn, YouTube and Instagram. Since it is in the fashion and beauty industry, Valona Design has already realized the importance of Instagram. It has now officially around 2600 followers, 230 posts and is following approximately 700 other accounts. What Valona Design really needs right now is to strengthen the brand by making the post dynamic but consistent in visual and content; as well as other marketing tools to get more followers and customers in the international market.

With the help of this thesis, Valona would be able to schedule the posts of Instagram based on the seasonal occasions or real-time event posts with strong brand identity and messages to the customers. Eventually, followers from all over the world would notice and become customers.

2 Instagram Branding

There is an English idiom: “A picture is worth a thousand words” meaning that a complex definition of something can be explained simply and easily by a single picture. In this chapter, the main concepts will be discussed in depth to find out the reason why an Instagram post is worth more than a thousand words.

2.1 Instagram

Instagram (portmanteau of Instant Telegram) is a mobile application that allows mobile users to take, upload, and edit photos and videos. Instagram also has social networking services that users are able to share the contents to the followers or a circle of people, like or comment in others' post. It is the first social network that grew to massive scale without a desktop version (Miles 2014, 12.) Instagram emerges from “nice-to-have” to “need-to-have” for the leading social marketers. It is no longer just a photo-posting platform aimed at teens. In business, Instagram is regarded as “the King of Social Engagement”. Forrester study found that top brands' Instagram posts brought about a per-follower engagement rate of 4.21%. It literally means “Instagram delivered these brands 58 times more engagement per follower than Facebook, and 120 times more engagement per follower than Twitter.” (Elliott April 29 2014.) Moreover, it is studied that comparing marketers spending 40+ hours per week on social media with marketers investing less than 6 hours per week, they are 42 per cent more focused on Instagram (Stelzner 2015, 27.) It is undoubtedly that Instagram is worth the investment. In order to understand the interface of Instagram, screenshots below will show an accurately detailed look. The example here is the Instagram account @bubblestokyo, a clothing brand based in Tokyo, Japan. As of May 2016, Instagram changed the “infamous” logo and adjust the interface inside the app.

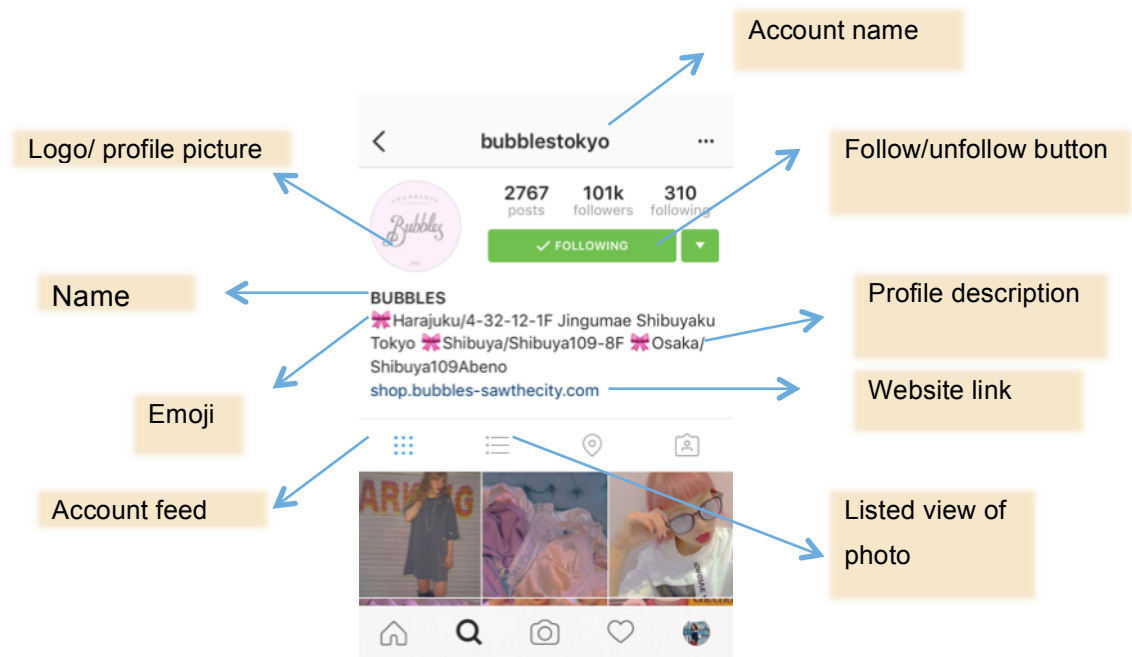


Figure 2: Instagram account feed (or similar to Facebook page) of @bubblestokyo. (Screenshot)

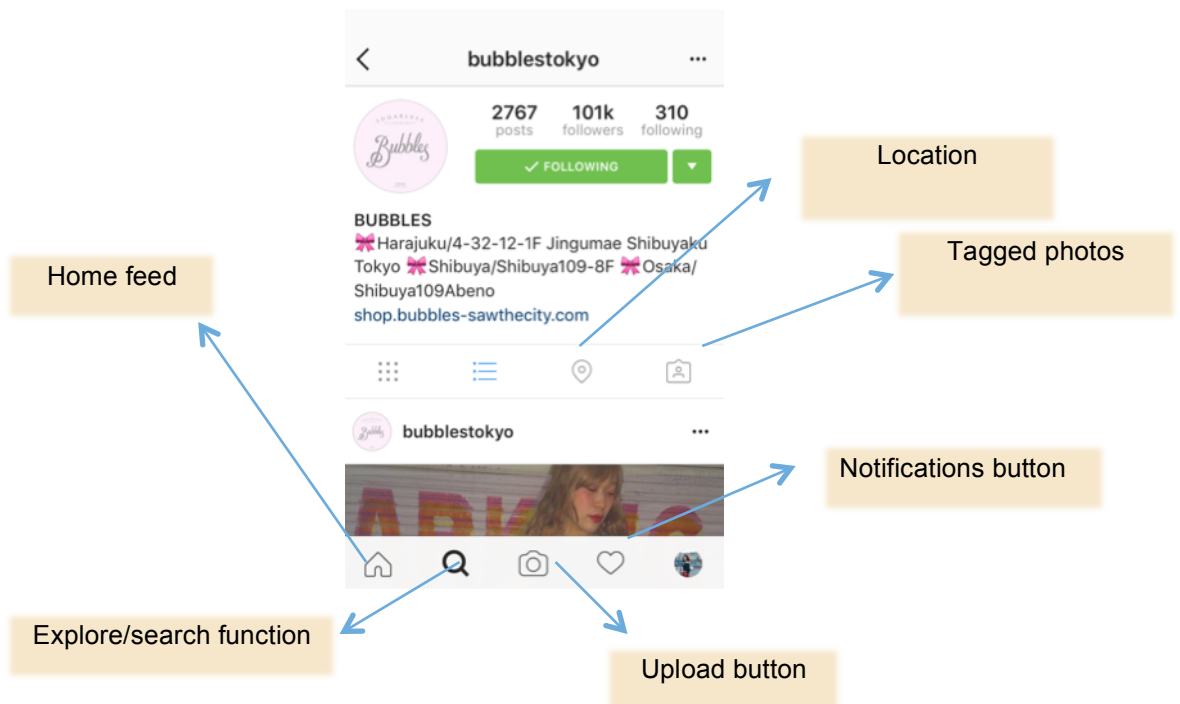


Figure 3: Listed view of @bubblestokyo where a single photo will be shown as scrolling down. (Screenshot)

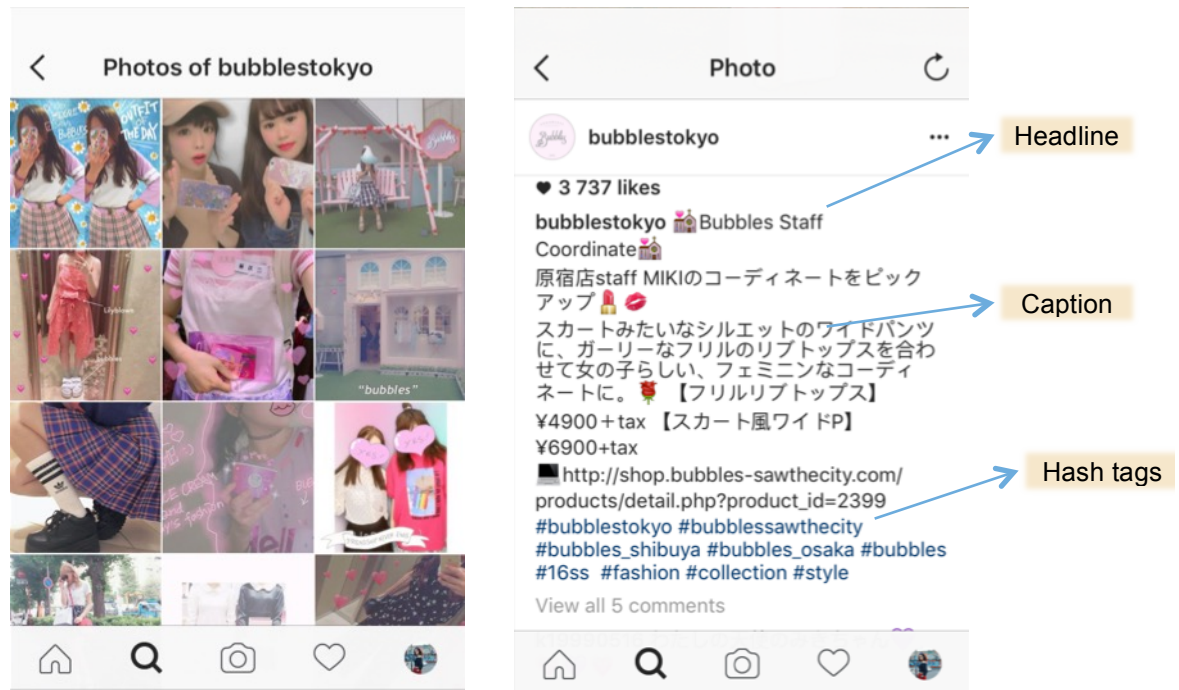


Figure 4: Photos of @bubblestokyo (tagged photos) and under a post of @bubblestokyo (Screenshot)

In the figure 2, account name, name, logo, profile description, website link (usually called “Link in Bio” section) and the task bar are the most basic ones. Beside, emoji can be put into the description. In the figure 3, the bottom task bar includes the home feed, explore, upload, notification buttons. The middle task bar also includes location and tagged photos that are displayed in figure 4. The right side of figure 4 is the caption under the photo including the headline, caption, emoji and hashtags.

2.2 Instagram branding

Acknowledging that in the early stages, Instagram was chosen as the main social media channel, it is playing an important role in the company’s strategy. In the following diagram, the main social media branding concept will be applied to Valona design’s Instagram. The basic diagram was taken from Stephanie Diamond in the book: *The visual marketing revolution*. It is also combined with some of the concepts written by Jason G. Miles in *Instagram Power* and Mitch Meyerson in *Success secret of the Online Marketing Superstars*.

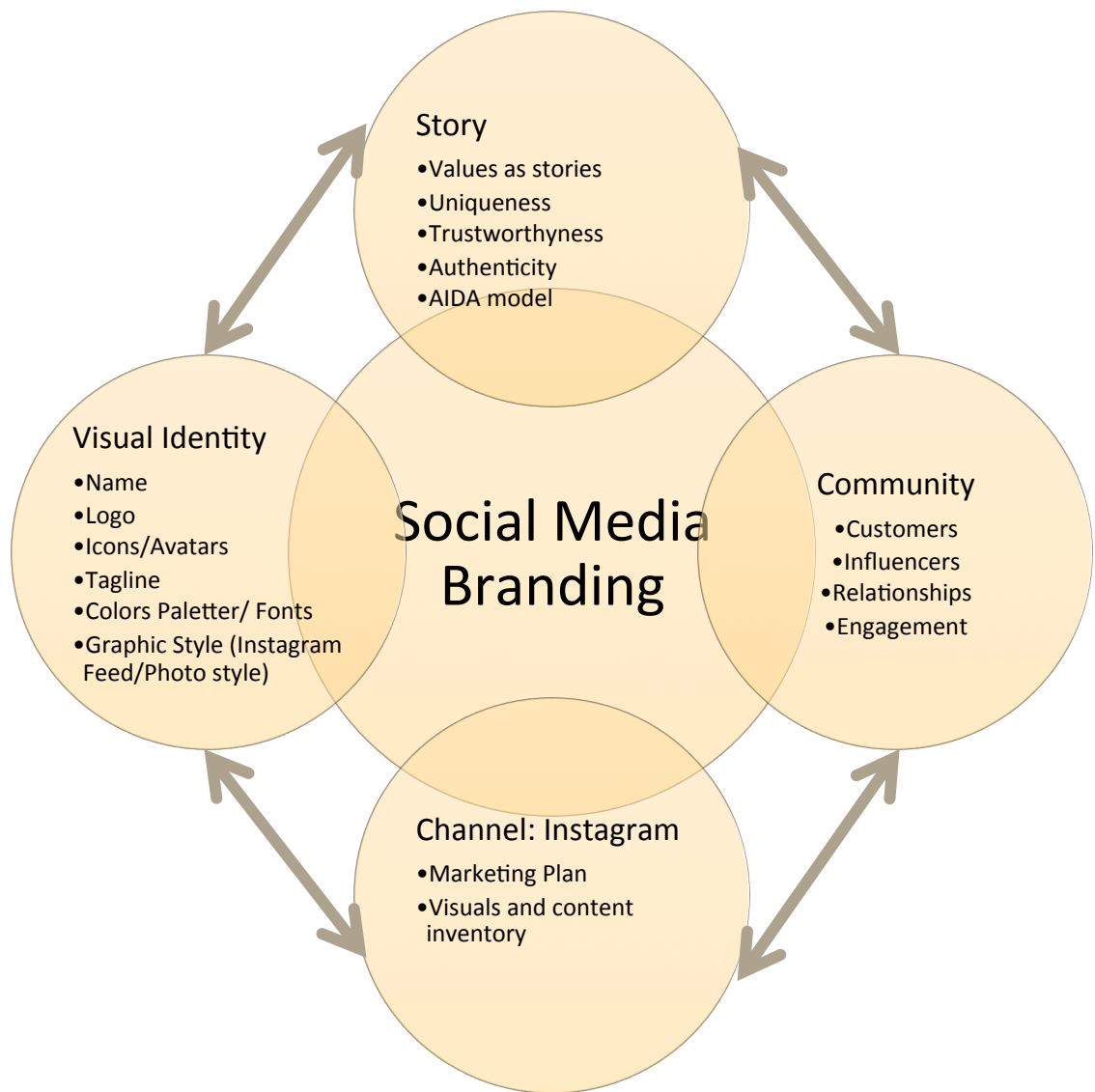


Figure 5: Social Media Branding (Diamond 2013, 190.)

By studying who is Valona Design at the starting point, I continue to acknowledge the appearance (visual identity) and characteristics (story) of Valona in order to design the next steps (plan or content inventory). As a result, how the customers engage (community) will be the resonance of Valona Design's brand on Instagram (social media branding). The closer look will be explained more detailed in the following subchapters.

2.2.1 The power of visuals

Let's start with visuals. Instagram is a photo-based social media therefore the most important factor is visual. John Medina (Medina 10 December 2009), the special biologist and researcher found out that people can remember the information in the oral form around 10% (tested after 72 hours) but it goes up to 65% in the picture form. Why? We are connected intensely with images from the moment we were born. Our ancestors drew

pictures on the walls inside their caves. It is easier and faster to process an image than text, audio or video. It was proven by a MIT study that it takes only 13 milliseconds for human eye to process an image. With the fast growing of social platforms with millions of brands, they are trying to attach the customers by all means. As a customer, you are craving for a visual content that helps you filter out the noise. If the image attracts attention, entertains and/or provides value, it will drive engagement. (Meyerson 2015, 85.)

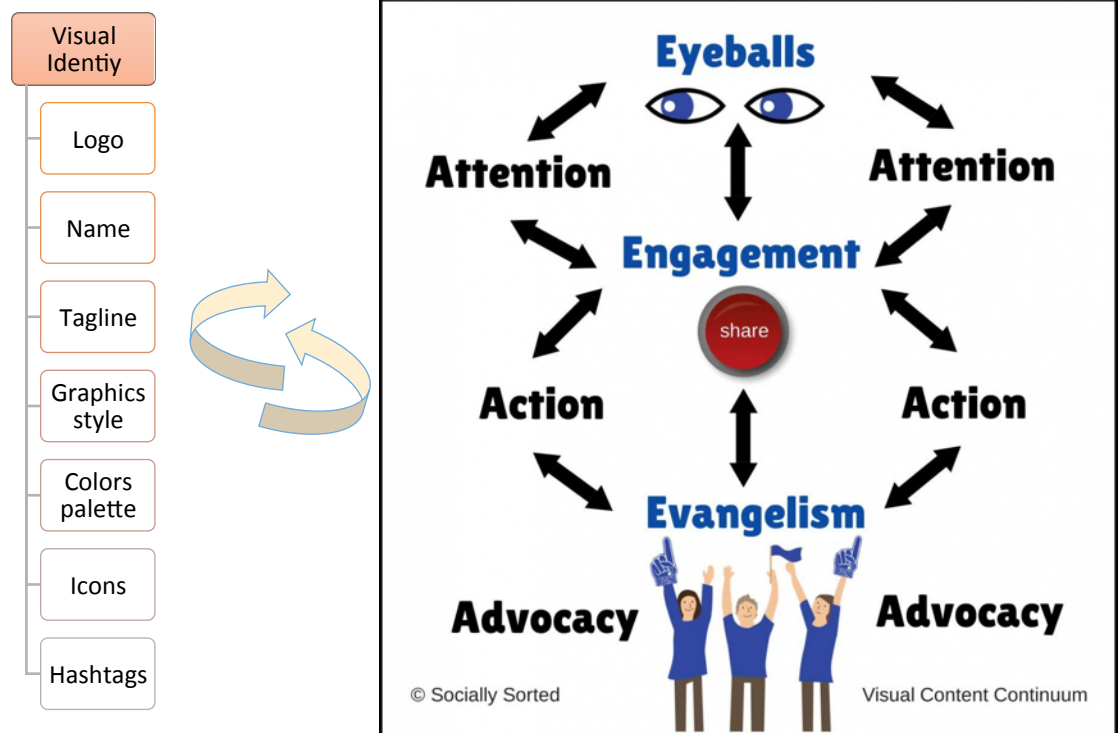


Figure 6: Instagram visual identity elements & Visual content continuum

On the left side are the elements of Instagram visual identity that developed from the Figure 5: Social Media Branding. First of all, logo can consist the visual depiction of company's letter and/or the symbol. It is the visible symbol of the company. (Diamond 2013, 193; Miles 2014, 108.) Logo is usually displayed as Instagram profile picture, the first picture in a circle shape at the top left of an Instagram account. Name needs to be paid attention at the beginning of business. It can help people remember, be interested and talk about the brand or it can be neglected if it is bad or hard to pronounce. Tagline is usually a few lines under the profile picture, providing an opportunity to give customers a hint of what kind of personality a brand is or your company's statement/slogan; or it simply explains what the brand is about. Color palette is usually the main color of photos that were chosen to be displayed in the photos throughout a certain period of time. For example, the color palette of Instagram account @floralpunk – jewelry and accessories from Vietnam is mostly white

and black with lots of lights, which is different from Wego, a Japanese clothing brand with pastel colorful pictures.

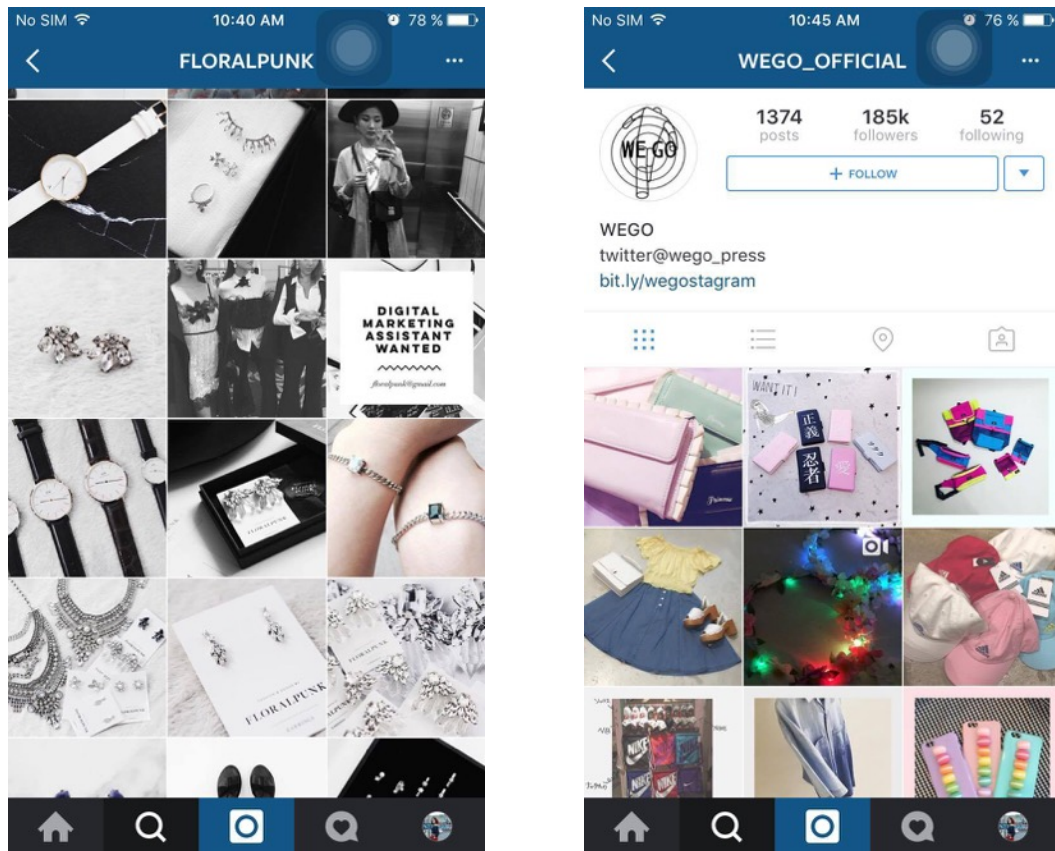


Figure 7: Instagram account feed of @floralpunk and @wego_official (screenshot)

Then, why color matters that much? According to the Institute of color research, 92,6% put most importance on visual factors when purchasing products; color helps to increase brand recognition by up to 80%; natural and living color does more than just appeal, it is worth memory-wise; 92% believe color presents an image of impressive quality, 90% feel color can assist in attracting new customers (Morton 2010.) Therefore, it can be beneficial if the color scheme is well put-together and consistent and associated with the brand because it helps the brand to be different, outstanding from competitors (Miles 2014, 108.)

Graphic style stays close with the color palette. On Instagram, it is the style or the content of the picture and how it is displayed in the Instagram feed. Through that, followers can decide what kind of person the brand is, an elegant classy woman with green lifestyle or a young hippy gipsy girl with cool attitude. Below are a few screenshots of some brands displaying reasonable, suitable and consistent color graphic style with the brands.

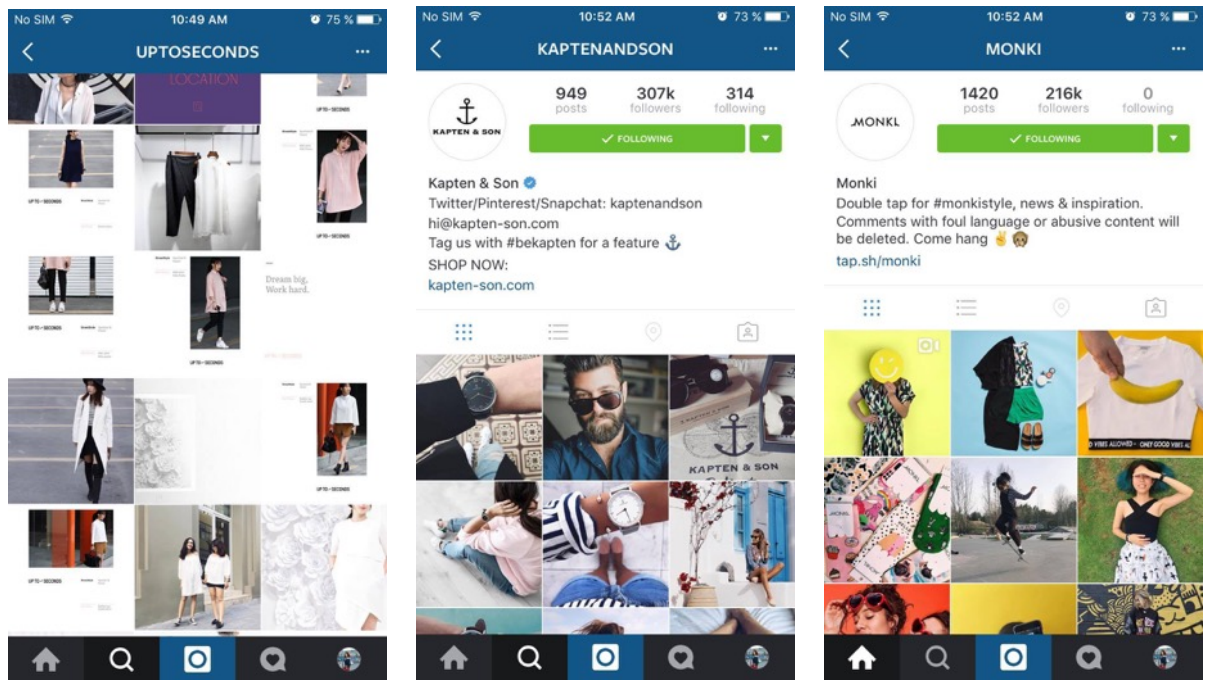


Figure 8: Instagram account feed of @uptoseconds, @kaptenandson & @monki

Another element is icon. On Instagram, they are emoji. Emoji are ideograms and smileys used in electronic messages and Web pages. Each brand will use this one in the caption below their photo, one creative way to visualize the texts. It is studied that brands are using emoji more than ever; it is used 35 per cent of the captions. The heart emoji have stroked the most engagement (Valinsky 2016). Example here is Monki, clothing brand from parent company H&M, they use two emoji in the profile showing they are a curious, interesting, cool and funky person.

Lastly, hash tag is a word or phrase come before by a hash or pound sign (#) and used to identify messages on a specific topic. Even though it consists of words mostly, this element can also have a strong effect on the visual of a brand. There are certain groups of hash tags that are popular on Instagram and actually make the post reach more audience. However, brand should not put an unreasonable big amount of hash tags under the post in order to look amateurish in followers' eyes. Moreover, each hash tag should be invented or reused in align with the brand message. Popular hash tags are carefully considered when to use if they are not directly related to neither the picture nor the brand itself. Unique and outstanding own hash tag of a brand takes time to drive attention among followers and needs a concrete plan on that. All in all, the elements above are playing an important role in the visualization for a brand, especially if it is in the beauty/fashion industry.

On the right side (figure 6), the Visual content continuum (Meyerson 2015, 88) shows the connection between each step of how visual contents affect customers. Beside the normal and not frequently changed elements such as name, logo, tagline; the remaining ones are usually adjusted based on what kind of content the post will bring or in different occasion or marketing campaign. It is true that posting just any kind of image up on Instagram not thinking or planning carefully in advance does not usually work. In all types of visual contents, it can catch the eyeballs of the customers, grab their attention, make them want to engage and take action in buying and finally, evangelize the brand message, show true advocacy for the business. (Meyerson 2015, 87.)

To conclude, visual is definitely the king in the Instagram era. While building a plan for Instagram or social media in general, it is useful to keep in mind all the valuable elements that help to bring brand advocacy.

2.2.2 To tell the brand story

“Developing the content in our content marketing strategy is developing the stories of us. It’s the big ideas that we represent. It’s the differentiated experiences we want to create. It’s what we REALLY do for a living. For better or worse — it’s that simple.” (Pulizzi & Rose 2013, 5). In fact, it is the story of the company, around the company and behind the company. If the visual on Instagram marketing is the king, then the story for content marketing on Instagram is assuredly the queen.

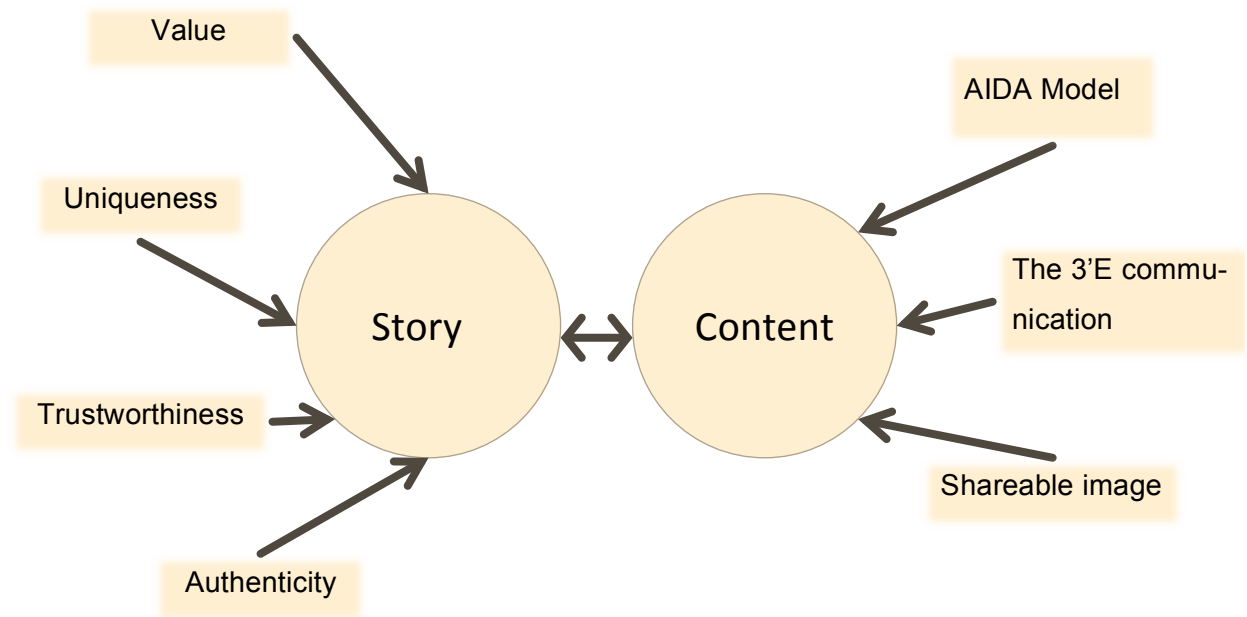


Figure 9: Brand story for content marketing

The diagram above shows the facts that make good story in order to evolve into content marketing with the help from appropriate techniques. It is afresh taken from the three main books mentioned in the beginning of this chapter. First, story about the values of the company will be easily mistaken and constructed by the customers themselves; therefore, telling the value of the brand, emphasizing what you believe in every now and then is important.

Second, uniqueness makes the company be different with other competitors, drags followers to the site and makes them click follow button, furthermore, engage with the brand. It is just simply the answer to the question: Why should they follow you on Instagram?

Third, trustworthiness is built by presenting the brand together with social proof, for instance, testimonials, press mentions, influencers collaboration, and so on. On Instagram, mostly, it is the collaboration with other key influencers, basically individuals who are active online, interested in the same industry and owning a great amount of followers.

Lastly, brand needs to remain the persistent idea that was presented at first; it is similar to playing the same role in a movie without significant change from the top to the bottom, from the very first moment appeared on screen to the very last word spoken. And that makes the brand authentic. (Diamond 2013, 191.)

Stories are the backbones of the content that brand will create. In another word, content is emerged from stories. The brand will tell story with the help of other factors such as, visuals, AIDA model, and techniques. And the story itself is coming from inside the company, the leader, and the employees; around the company, story of the customers, inspirational leaders; above the industry and the people in it, and so on. That is where the content comes from. On Instagram, it is successful content marketing when the picture is likeable or shareable. AIDA model is known as marketing formula consisting of: attention, interest, desire, action. It is often picked as model in the most basic marketing campaigns nowadays. Basically, marketers find ways to capture customers' attention, catch their interests, create a desire to buy and then call to action (CTA). (Miles 2014, 145-146.) This model could be applied in all the pictures that are shared on Instagram in a form of copywriting, or in Instagram language, writing a caption. However, it is possible to apply to a so-called the visual product launch. Miles (2014, 146-147) explained it as below:

- *Attention*: a sneak peek capture of the new product. It can be behind the scene or under construction type of picture and/or an interesting and fun and not ever before position of the product. The goal is to catch their attentions and make them be excited to have noticed it, create a privilege that only Instagram followers can own.
- *Interest*: Questions and answers, communication is what makes the interest here. Company can learn from customers' interest; listen to what they want and take advantage of their generated in-puts. Over and over, the customers' preferences and interests can be observed and studied further more.
- *Desire*: putting image, sneak peek, explicit information (launch date, discount, early birds and so on) prior to the final item intensifies the desire for the customer. It creates curiosity and the desire of having what they do not have. The anticipation for getting the product will be escalated, building the level of excitement.
- *Action*: A lot of non-direct preselling has been done, just a little soft closing will do. If the first three steps are done effectively enough, this one is just a matter of fact. Customers can be prospectively interested in buying and/or showing the interest by sharing and engaging with the content. On Instagram, that is more than anything for brands.

In general, AIDA model is easy and simple to apply in any case. However, if brand is not creative, does not know their own audience or not even understand Instagram, the model will sound ambiguously and hard to follow. With the help of the shareable image's essential elements and the 3'E communication, brand can have a great content marketing on Instagram. The 3'E communication includes: *to educate*, *to entertain* and *to enlighten*. Brand should lead its followers, direct them to the things they would like, provide knowledge exchange. Next is to simply make them feel great, entertained, or whatever feelings brand want followers to have. It always feels good to amuse people, even just a couple of minutes. And if the post on Instagram can enlighten the followers' day, the brand is successful. It is to make followers have different thoughts, different emotions that inspire them.

Brand should remember these three communication goals while planning the contents of posts on Instagram. It will be beyond expectation when it can combine all three. (Meyerson 2015, 266-267.) In addition to the 3'E communication stated above, a content marketing matrix would be reliable and applicable to Instagram marketing. The image below shows the example of the content marketing matrix. To entertain, viral videos or competition, questions, quizzes or games can be created; to educate, infographics, guides, trends updates can be suitable; to convince or inspire, reviews, celebrities or key influencers, price list, lists of related things can be in consideration.

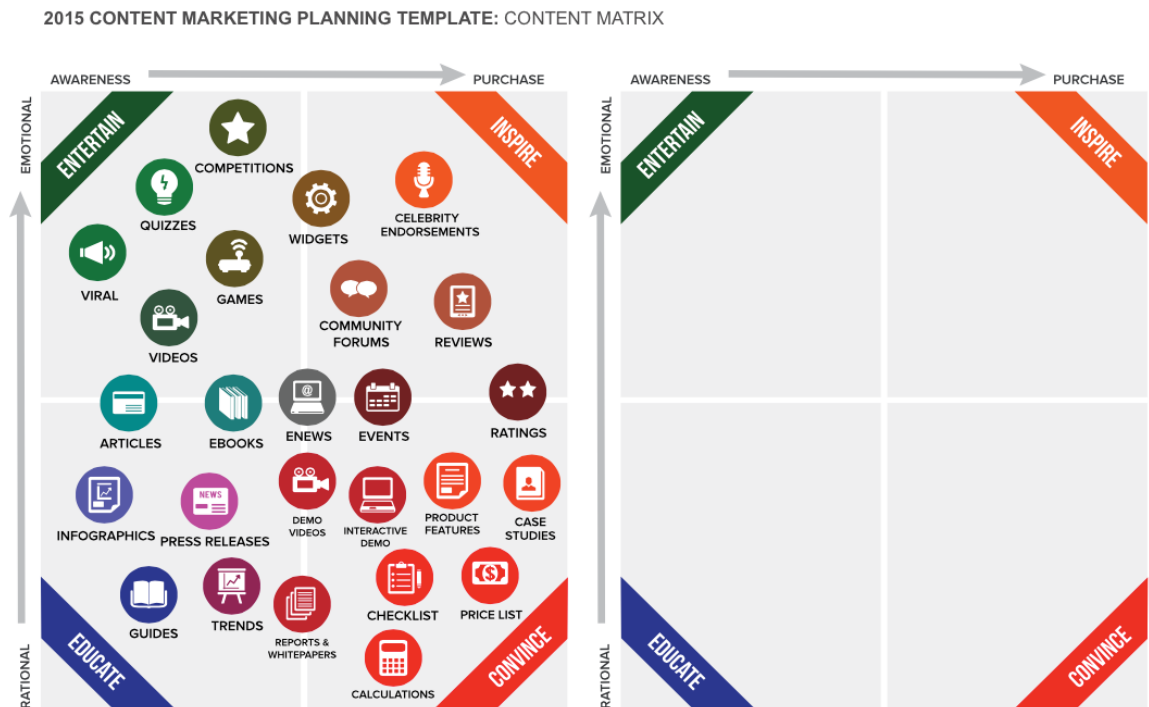


Figure 10: Content marketing matrix (Smart Insights and Hubspot 2015, 13)

Next, Meyerson (2015, 88-94) explains particularly in the following listed five goals to have a shareable image: originality, timeliness, relevance, “snackability”, and traffic-driven. I personally think that it could be applied to not only image, but visuals in general. On Instagram, they are photos, GIF photo and video.

It's original: it is the real content that has not been revealed ever before. It will help to create interest and stop them from scrolling down their Instagram feed to invest more time exploring the photo and story behind it. There are examples of original contents that would be highly shareable across social networks: how-to image, quotes, tips, checklists, be consistent. The how-to image shows a step-by-step tutorial of doing something that brand can educate the followers on Instagram. Quotes are easily to get noticed because followers will seek for sympathy or similarity; but not until when it is relevant in the industry of

the brand or a common hot topic, will it get likeable. Tips and checklists are another way to come up with likeable content. Slightly put the product at the end of the tips or checklists is how brand usually does. Brand should remember to be consistent in the original content. It is not only important to create but also to curate content for others to share. People will not unfollow brand when quality visual content are posted consistently on Instagram.

It's timely: Instagram is a great social media that helps you snap a really quick photo and provide acceptable editing tools to enhance the image. Less than a minute, it is available in the feed. Therefore, brand usually steps on this function and creates real-time content that is in the time of special occasion. People like to share content as though it is their things. In addition, I personally think that timeliness here also means the golden time to post on Instagram. Customers are from different places and have different habits when to be on Instagram. By narrowing down the market and knowing the geography of the followers, brand can decide on the best time to post contents to Instagram.

It's relevant: the visual content is importantly tailored for the platform used. Instagram is about the moments; therefore, a sneak peek of products or the people behind the regular photos or fun videos updating the moment. ***It's snackable:*** it should not be complicated. The image will help followers decide whether to stay and read the caption, click like or just scroll down to see other things as if it is the crucial habit. ***It drives traffic:*** after entertaining the followers with the photos, followers are always inactive unless there is a CTA, like an invitation to click onto the profile link (the only place where the link works) leading to the landing page (main website), or a question that needs answers, a suggestion to engage. If brand does not know where it wants the followers to go, how will they know themselves?

In conclusion, the queen of Instagram marketing has been demonstrated with the brand storytelling and content marketing techniques. On the next subchapter, we will find out to whom the king and queen exist for.

2.2.3 Community

Not until social network built up community of its own, did it become well known and successful. The reason why is simple, it is "social", it needs "society" to exist. The result will be anemic if Instagram is being used just as a photo-sharing platform and brand does not take time to use the social media aspects of the site (Miles 2014, 60.) In fact, more and

more followers are the utmost achievement of brands on Instagram, especially for start-ups or SMEs.

As in figure 5: Social media branding (Diamond 2013, 191-192), community reflects the value of the brand. Customers are the followers but followers don't have to be customers. It is important to direct them to the website where they can find more interest in buying the product. A clear definition of targeted followers should be made. Developing a persona is a basic first step to know whom the brand is communicating with. As a result, feedbacks, ideas, engagement will reappear. Next are influencers, someone who are active online, passionate about the industry the brand is in and are followed by the brand's target audience. They will help brand tap into the audience that brand has not had chance to reach, drive attention towards the business and attract more visitors to the site. (Fyson, 22 October 2013.)

Brand needs to know whether the major influencers are aware of it, what they think and speak about it. It will strengthen the brand and also the key influencers if they are connected in the posts on Instagram by mentioning, tagging, commenting and so on. Next is the relationship, community must include relationships between groups and people. Therefore, showing a strong and interesting relationship between the brand and its stakeholders (colleagues, customers, partners, and influencers), followers will support the brand. By creating and controlling an ambassador groups of people will strengthen the brand in a way of frequent appearance. For example, it could be a loyal customer sharing an image of the product and tag the brand in, the brand can now go to the places it cannot go, do the things it has not done. It is a great deal that keeps the brand growing. To sum up, people are always important in marketing, knowing what the crowd thinks, knows, acts and likes is not simple. However, by understanding the audience, taking advantages of influencers, communication will drive engagement and the community will grow strong.

"It is important to analyze what triggers the need for your product so that you can anticipate the urgency with which your customer will act." (Diamond 2013, 54). The ending goal of having followers on Instagram is to direct them to the (web) shop and buy the product, become the consumers. In fact, while communicating with the people, there are 12 common buying triggers found on Instagram by Miles (2014, 84-87). They are illustrated in the diagram below and mostly explained, as well as examples will be given in the following texts.



Figure 11: 12 common buying triggers found on Instagram (Miles 2014, 84-87)

“Love” is a common reaction to an image on Instagram. A heart shape will appear in the middle of picture when followers tap the button love or tap twice onto the image. Brands always need to think of the product image or the similar content that people can fall in love with. Places, food, clothing, puppies and products are common things that people love. The things people had, are having and want to have in the future will catch attention. Followers continually love something. **“Desire”** to own things, to meet someone attractive and inspiring, or to be noticed are the natural aspiration that people have. Brand usually builds up the interest, makes it become desire, and then finally bring it up to a new level where followers can only satisfy by purchasing them. That is when followers become customers.

“Involvement or ownership” means that building a following of strong advocates on a personal involvement and even ownership of the brand will help it succeed. By sharing behind-the-scene view, a deeper level of involvement will help followers feel involved and want to stay longer or visit back. **“Justifying the purchase”**: people need excuse to make decisions on buying something. Whether it is a limited sale time, an exclusive discount that only Instagram followers can get or an extremely creatively beautiful image of

the product, Instagram is the place where that could happen. It is smart marketing that brand makes a justification that gives potential followers an excuse to buy the products.

“Desire to belong” is similar to “involvement or ownership” but usually happens at the beginning where brand gives followers the feeling of belonging to a certain of group that they can frequently participate in communication. **“Desire to collect”** can be understood in a way that people love to collect experiences. The task for brand is to help followers collect things, such as, travel experiences, epic tips on food, fashion, hobbies and so on; of course, all of those need to be in align with the brand.

All the adults were once the children and children are all the time curious. Therefore, **“curiosity”** is another good trigger on Instagram. A sneak peek or zoom in image of the upcoming product that builds up the questions in followers’ minds: What the fabric feels like? What the behind looks like? How it is going to sound and so forth. Brand can present the product in a way that can boost up the mystical and alluring feeling or rather revealing it. More questions are raised with great product photography than the answers. **“Storytelling”** was mentioned the previous chapter but in a broader sense. In here, this can be applied to a short period time of campaign on Instagram. Brand tells stories of the people for the people. People are the key in storytelling.

“Greed” creates the hunger in followers in the desire of having the products. It is special deal on Instagram that asks followers to act, whether it is to a total-amount-of-likes condition or tag your friends in the comment sections and so on, in order to achieve that special deal. **“Urgency”** is similar trigger as **“greed”**. In fact, the more brand makes the post sound as urgent as possible, the better it motivates followers to act accordingly. **“Exclusivity”** creates a sense of wanting the unique thing. It means that followers would need to act quickly without delay on buying decision. The pride of having something that is uncommon makes the buyers feel good. To wrap up, all those buying triggers are exclusively efficient on Instagram and brands are using that to grow their community and direct them in the way they would like.

Convincingly, a community is a must for a social network as to succeed. Great brands are good at knowing triggers tailored to the products and eventually convince followers to buy and become customers.

2.2.4 Instagram marketing plan

At first, the very basic marketing plan on Instagram sounds too simple or unnecessary. However, without a strategy outlined, brand cannot add up to a complicated, well-designed plan for Instagram marketing. The risk of aimlessly posting pictures and pictures will be higher than ever.

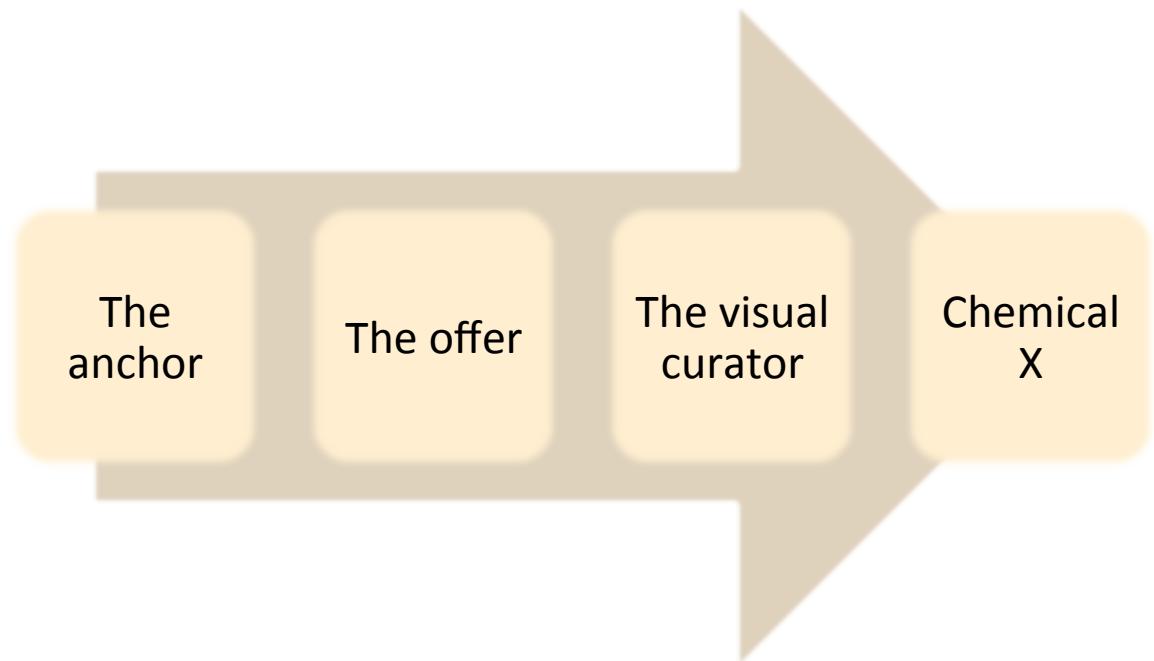


Figure 12: A basic marketing plan for Instagram (Miles 2014, 46-49)

The very first step in social media marketing is to create a decent profile. The most basic thing is to use the name of the brand. However, in some situations, the spokesperson or founder will use Instagram representing the company. The space in the description allows only 150 characters to be written. Therefore, it is wise writing to show whom the brand is. Appealingly, a compelling profile will have the following characteristics:

- A professional headshot or nicely formatted corporate logo
- A welcoming greeting
- A clear statement about the account holder's role in the company
- A clear statement about what the company does
- A credibility indicator, if brand has one, briefly share it
- A description of the types of images the brand will share
- A CTA, such as "Follow [the brand name]!"
- A link to the website or web shop

The offer applies to the company that already has customers before going on Instagram. A suggestion to follow the brand at the end of the confirm-order email will help. Gaining new followers of course is the main goal, but dragging the current customers into the so-

cial side of the brand will add value to the brand. In addition, not only visual and content plan is needed when posting photos to Instagram, but image strategy is also in great consideration when planning Instagram marketing. Strategy is a crucial part of the brand's success. By well-answering these questions, brand will decide on the right approach in its industry:

- How frequently should brand share images?
- What types of images to be focused in?
- What times of the day or night to share images?
- Are there quality or editorial standards to impose on the work?
- Who gets to post images, who approves them, and who implements the overall long-term plan?

The image strategy, if well convinced, helps the brand to build consistent behavior over time. Lastly, chemical X is the special thing that makes visitors like, stay and follows to see more of the brand. They can be one of the following:

- An insider's view of the company
- A view of private life of the spokesperson or founder
- A preview of upcoming products or projects

All those three are in correlation with the content marketing AIDA model or the buying triggers that eventually turn visitors into followers and followers into buyers. Basic ideas and thoughts are never irrelevant. Needless to say, if baby steps are well designed, more and more giant steps will be taken in the future.

2.2.5 Topic editorial inventory

Topic editorial inventory or in other word, content editorial calendar is the combination of the topic inventory (Appendix 1) in the book The visual marketing revolution by Stephanie Diamond and the sample editorial calendar in the book Epic content marketing by Joe Pulizzi (Appendix 2). All of the aspects in the social media branding (figure 5) are taken into great consideration while designing a good content editorial calendar for Instagram. The purpose is to have a framework for the major task of this thesis: completing a content editorial calendar for Valona design. Therefore, personal experience and thoughts will be used to finalize the calendar. Let's look at the template below to have a clearer view:

Table 2: Instagram topic inventory template

Date	Topic	Headline	Caption (tone of voice, CTA)	Content type	Visual types	Graphic/photo style	Hash tags/tag	Personas	URL for storyboard	Time sensitive?

January										
Jan 01										
Jan 02										
...										

In the table, there are total 12 elements that are important when making the editorial calendar. The topic is general introduction of the content post. Headline is the first thing to be written in the caption. Caption usually explains the tone of voice, emoji brand will use in each specific post and whether it consists of a CTA at the end or not. Content type will categorize the posts with different color to help better viewing. Hash tags or tag will also be importantly mentioned in terms of popular hash tags or brand's own hash tags and if the brand is partnering with some key influencers or not.

Visual types include photos, GIF images and videos up to one minute. Graphic or photo style shows whether it has a person on it or simply product or just a relevant update of brand-related things, full frame or three-fourth frame, and so on. Personas will not be discussed deeply in this thesis but this would give an idea to whom the post is meant for. A storyboard is usually an inspiration board or similar idea that is already on the Internet, it can demonstrate the feelings the post would bring or how it would look like. It is mainly used for creativity. Time sensitive is for posts that are tailored to a specific region or groups of followers.

All in all, with the concepts, frameworks that have just been presented above, ideas about Instagram marketing are slowly coming out of the clouds overhead. Based on the framework, I will now be able to move on tailoring a decent final item for the company. However, before creating anything, it is crucial to have a deep look on what Valona is currently having.

3 Valona Design Instagram's analysis

This chapter will analyze the Instagram account of Valona Design in depth, in order to create a strong, creative and suitable marketing content calendar. Valona Design Instagram account was first created and posted a photo on May 25th 2015. After a year, the current posts of Valona are around 200, followers are nearly 2800 thousands. Most of the photos are the professional product photography. Details of analysis will be discussed in the following chapters: visuals and content.

3.1 Valona's Instagram visuals

First of all, Valona's key customers have a wider age range, says, from 18 to 40 years old. However, the product of Valona itself is not for everybody's style. It is more of a minimal lifestyle but still interesting enough to attract those who are not following minimalism. In fact, followers do not have to be absolutely Valona's style, but they can "like" it. Therefore, the visuals are important to make people follow the brand.

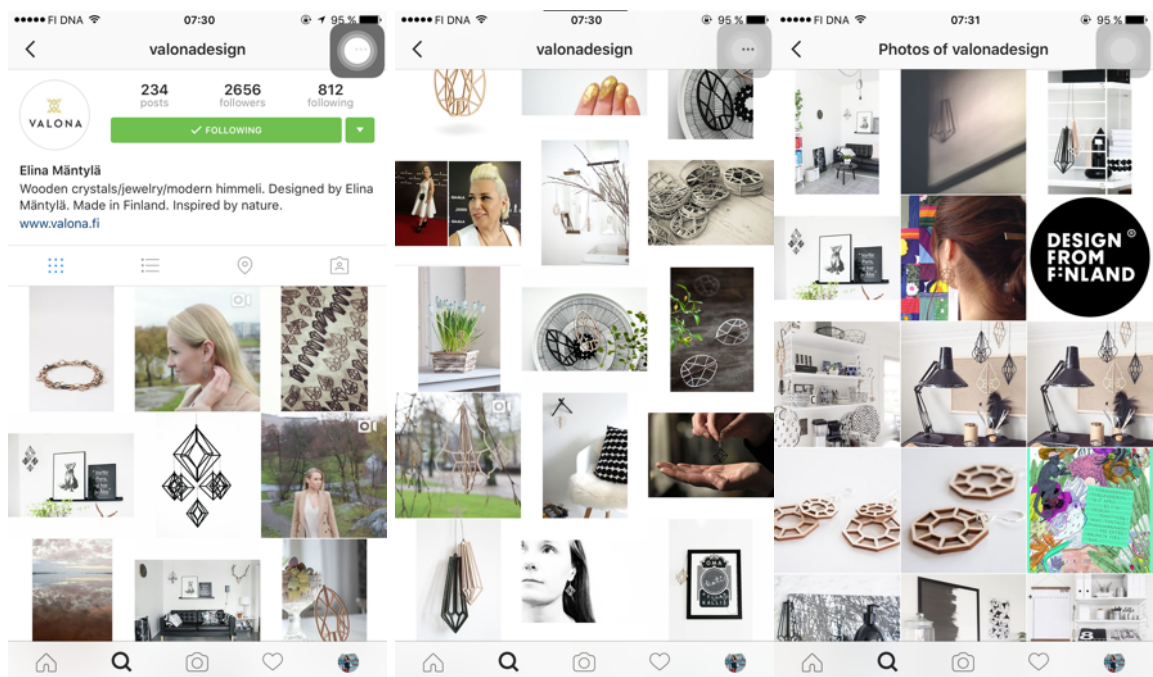


Figure 13: Valona Design Instagram profile and Valona's tagged photos. (Screenshot)

Based on the visual identity elements (figure 6), Valona Design has a strong profile. First of all is the logo, it is a great combination between the symbol and the brand name. Color is light woody yellow with the white background gives the Nordic feeling. The logo as a profile photo is a great choice. The name speaks for itself. "Valona" is the brand name which is a lovely, suitable for all ages, easy to pronounce name and has so far no contro-

versial meanings in other languages, the word “design” adds more perspectives of the company to the audience saying that it is authentic and artistic. The first line in the profile showing the name of the CEO. This gives the true feeling of a small self-owned personal brand. The tagline is simple yet informative: “Wooden crystals/jewelry/modern himmeli. Designed by Elina Mäntylä. Made in Finland. Inspired by nature”. It is, in fact, simple but not quite interesting. The website link is direct to Valona’s main webpage. It is clear but Valona cannot track the traffic from the people who click the link via Instagram.

There are no emoji or hashtags showing in the tagline profile. Those are not necessary but will add up a bit dynamic sense to the profile. The graphic style is somewhat simple, pictures displayed in the feed are in its right size, not Instagram square size. The size is not consistent; therefore, the way Valona puts the order of pictures might not be the best presentation. However, the photos are not much filtered and the color palette includes white, product’s color and black. As scanning through the feed of Valona, it is somewhat shown that the color of photos is put based on the feeling of the season. In another words, Valona chose photo with the color that is related or is revealing the feelings of different seasons.

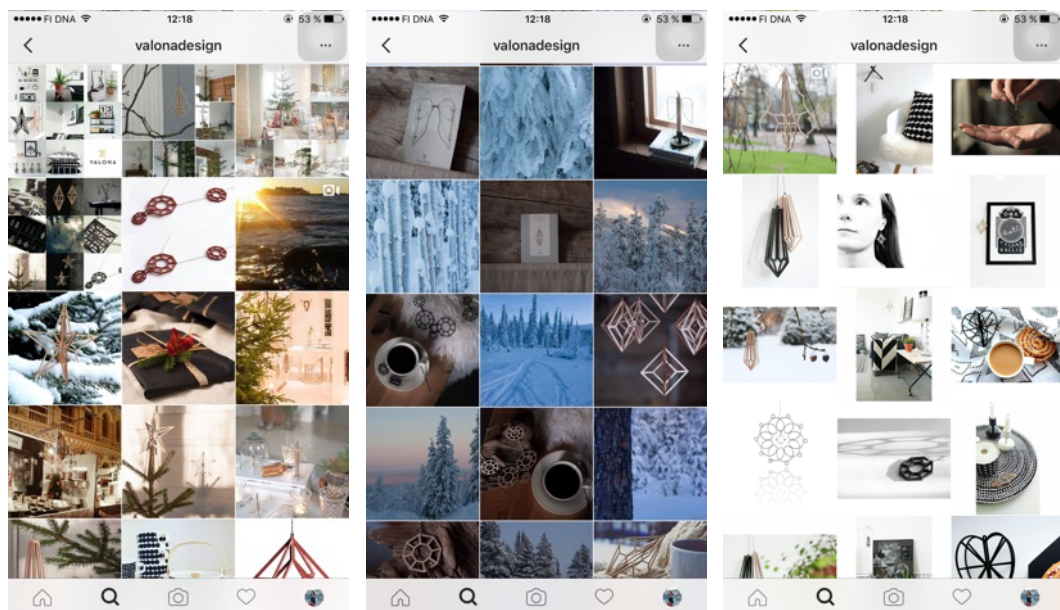


Figure 14: Valona’s Instagram feed from Christmas season, winter and spring (screen-shot)

From left to right, the photos on Instagram feed represents the season feeling. Warm color during holiday season, blue and dark color brings the cold Finnish winter sense and bright color for fresh and bright spring feeling. It definitely brings interest and artistic idea to the followers of Valona. Moreover, using filters are not the primary choice and Valona is fond of natural light as if it is inspired by nature. In addition, in the section photos of

@valonadesign, there are not many of photos from the customers, they are mainly from Valona itself and the blogger of interior design @maya_sa_. The table below will sum up the strengths and weaknesses of Instagram visuals.

Table 3: Strengths and weaknesses of Valona Instagram's visuals

STRENGTH	WEAKNESS
Strong logo and brand name	Tagline is not interesting enough. Slogan is missing
Diverse style of photos	No emoji or hashtags in the tagline
Products photos look professional	Photos are displayed in different size and not on purposed order
Collage and minimal style is on point	Colors are not much consistent or styled
Styling through seasons	Filters for photos are not taken as advantage

3.2 Valona Instagram's content

There are concerns about content such as, type of media that will be posted, type of photo that will be posted and the purpose. There are many medias that can be posted through Instagram: singular photo, short video (15s) and long video (1 minute), GIF photo (the graphic interchange format) or medias made from the built-in apps from Instagram like Boomerang or Layout. The photos could have various kinds: singular product photo, a collage photo of many photos, an overhead shot of artistic random things collage, a close-up lifestyle photo, photo with human, photo of landscape and travel, and so on. Adding more to the various types of what content Valona posts to Instagram will eventually add more value.

At the moment, based on Figure 9, Valona Design Instagram account has touched each and single aspects of brand story for content marketing, but not quite fully. The contents are unique because the product itself is unique, it is trustworthy since it is verified and linked to the shop Madeby.fi where Valona sells their products in Helsinki (but not in all posts). The authentic and value showing is not as strong as it can be done. However, there are certain CTA in some of the posts such as asking questions, suggesting to tag someone. The AIDA model is applied but not to the fullest. The five elements of a shareable image exist on Valona's Instagram, again, not at its best. Below are the contents that are most liked, most commented (screenshoted from Valona's account on Iconosquare). Iconosquare, formerly known as Statigram, is used-to-be free Instagram analytics platform where social media professionals can find related data around their accounts (The Santy 09 June 2015.)

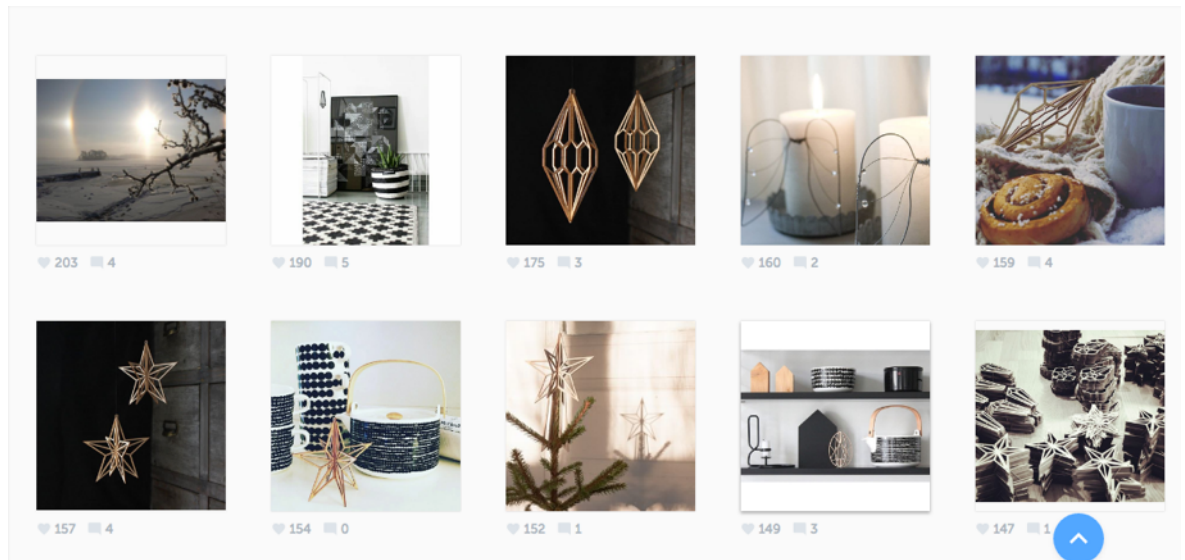


Figure 15: Most liked photos on Valona's Instagram from Iconosquare (Screenshot)

As seen in the screenshot, most liked photos are landscape, decoration, and interior, professional closed up product photography, sneak peek photos and lifestyle (products with another big brand's product). The color is mostly black, white and the unique light woody yellow.

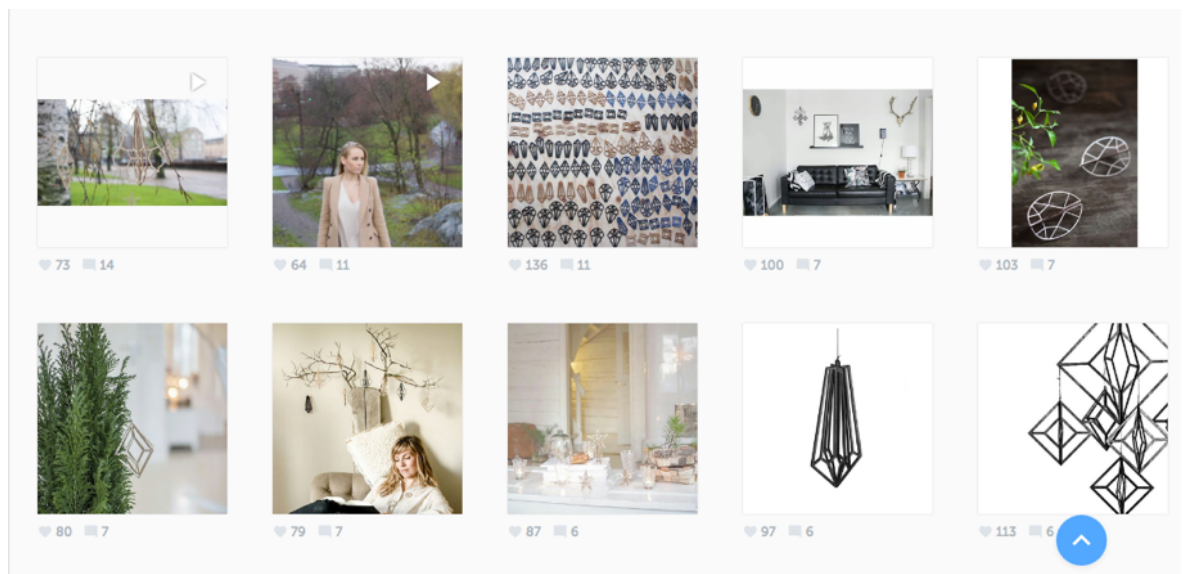


Figure 15: Most commented photos/videos on Valona's Instagram from Iconosquare (Screenshot)

The most commented are the videos in collaboration with my team in one of Haaga-helia specialization course. Then the closed up, sneak peek products, professional product photography. In the most commented post, there is a CTA at the end which is really good: "Tag a friend whom these wooden diamond earrings would fit perfectly." To sum up, the table below will point out the advantage of Valona's account and the lack of it.

Table 4: Strengths and weaknesses of Valona Instagram's content.

STRENGTHS	WEAKNESSES
Beautiful professional product photography	Caption is not always attractive
Closed up shots are perfect	Only two types of medias exist
Using CTA in posts	Timely post is not perfect and planned
Using hashtags	Hashtags can be more strategic categorized
Replying comments	Not enough engaging rate
Partnered with other accounts	Not enough user-generated contents or the contents from followers or related accounts

3.3 Valona's community

It would be deficient if not mentioning about the people, the followers, or Valona's community. There are nearly 2800 followers of Valona. The number is not yet enormous but enough to have an interacting, engaging brand with those. Especially, according to the CEO, those are all organic gained followers meaning that they are the real ones. Valona is engaging quite often and on a quick rate back and forth with the followers on its site. However, when directly tagged in a photo of another account, Valona seems to not respond quite regularly. There are nearly 100 photos shown in the section Photos of @valonadesign. By interacting with the account that tagged Valona, it can attract also that account's audience which means that Valona is more visible. Many more ways to build a strong Valona's own community will be explained in details in the following chapters. In general, the community of Valona Instagram is not strong and with Instagram branding model, the marketing plan will improve this matter. Below is the table to sum up the strengths and weaknesses:

Table 5: Follower's engagement with brand strengths and weaknesses

STRENGTHS	WEAKNESSES
Interact with followers under posts	Not interacting with followers tagged Valona's photos
Quick response	Cannot generate content by the users
Nice tone of voice	Frequent followers are not strong

4 Valona Design Instagram's marketing plan

Plan the work as well as work the plan is not always effortless. In this chapter, I will combine the results of the previous analysis, research on the topic and the Instagram branding framework in chapter 2; to make the plan and suggestions on how to work that plan. The content editorial calendar or also-called topic inventory will be the highlight of this chapter.

4.1 The basic Valona Instagram marketing plan

As stated by Miles (2014, 46-49) in a basic marketing plan for Instagram, the profile lets existing customers as well as potential customers know what the brand is using Instagram for and what they could await. Going through each elements of Figure 12, the ideas will be explained as followed.

The anchor means the decent profile Valona currently owns at the moment. From nicely formatted logo, clear statement of the owner's role and the company's mission ("Wooden crystals/jewelry/modern himmeli. Designed by Elina Mäntylä), to the description of images will be shared (Made in Finland. Inspired by nature) and a link to the website. As analyzed, what missing from the profile are probably emoji sets and hashtags. Emoji is the pictorial representations of feelings that are used over the Internet. It is becoming a more and more significant role in social media marketing.

As the overall analysis of Zoomph, the social analytics, Instagram emoji usage goes up significantly from 15% to 30% compared to Twitter's during the last half of year 2015 (Angulo 28 March 2016.) It is also science-proved that emoji can make brand more popular on social media, create a friendly and competent image on social media. One of the reason behind is "because human faces are particularly effective attention-grabbing mechanisms" (Angulo 28 March 2016.) Therefore, by having a set of selected suitable emoji, Valona would definitely drive more attention. Based on own experience and research, below are a few suitable emoji that can be used for Valona profile's description and in the captions.

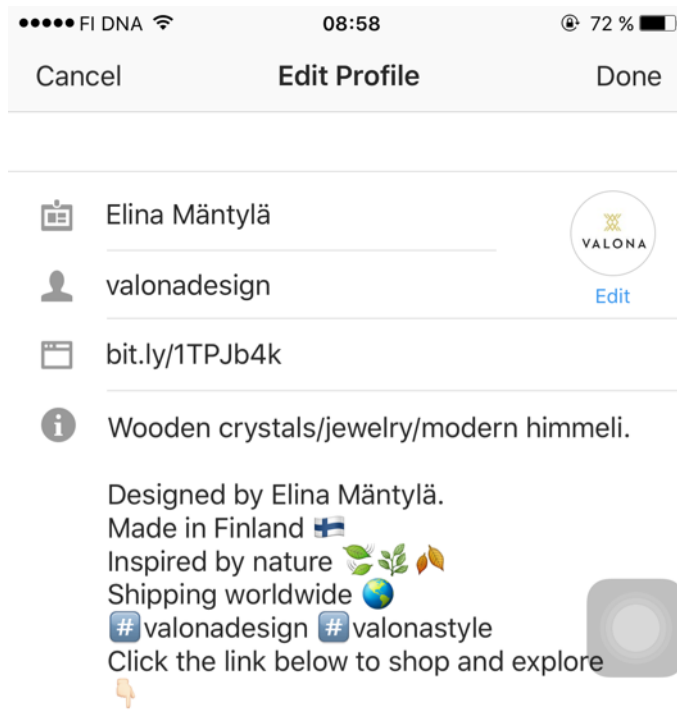


Figure 16: Edit profile section of Instagram account @valonadesign

In the figure I created as above, there are a few things concerning about emoji, hash tags, tagline and the link to website that need attention. First of all, emoji are as displayed, there could be more emoji during each post but generally, they are Finnish flag, leaves representing nature and the globe as the international aspect of the brand.

Second is the hashtag, there are two main hashtags where followers can search for photos so that they would familiarize with the products not only from the brand posts but also others' posts. The hashtag #valonadesign is already in use but the #valonastyle will be one of the new things that Valona might consider having later on. This particular hashtag will be explained later in the next subchapter.

Third is a CTA tagline "Click the link below to shop and explore (with an emoji pointing down.) Next is the website link, instead of normal website link, a bit.ly link will be placed there. Bit.ly is a shortening link website or application which allows user to shorten long link; it can also provide tracking analytics meaning that Valona would know how many people would actually click the website link through Instagram or wherever it has been posted. This is a good way of tracking for further improvement or change in the way of placing the link and description.

Lastly, there is a trick in writing a description on Instagram profile. When editing the profile, they only allow 150 characters and there is no line space. Therefore, if Valona wants

the description to look exactly like in the screenshot, it should be written in the note section in mobile phone or other typing format and then copy paste to the description box, then it could work on Instagram.

All in all, emoji or hashtag might sound or look at first unprofessional and not suitable for business; however, according to Simply Measured – a social analytics firm, brands are using emoji in 35% of all brands' caption and they are blooming more than ever. It is time to adjust to be fit right in the social platform that the brand chose. Instagram is all about photos, emoji and hashtags. It will be explained more in the next subchapter as well as some suggestions for a set of suitable emoji and hashtags that Valona can frequently use and reuse.

The visual curator is, in another word, an image sharing strategy for Instagram. First of all, concerning the timing, based on a free trial's report on Simply Measured platform, top day for engagement is Wednesday and at 2:00 AM. However, it was recorded just for a 2-month period of time, therefore it might not be the best option. According to Iconosquare, the most engaging photos are usually posted at 3 to 10 pm in Finnish time zone. The first three most engaging photos were all posted around 10 pm. Therefore, the best time to post is around 3pm- 10pm, if the post is tailored for Asian markets (GMT+7/9) then the best time should be in the afternoon from 1p.m to 5p.m and after that the post will be mostly for European market (GMT+1/2/3) and American (GMT-7).

Concerning the frequency of sharing images, posting every day is not necessary with this amount of followers the brand currently has. That might cause the loss in interest for the followers. For Valona Design where the images are usually professional photographed or carefully selected, it is wise to post from 2 to 3 photos (or other types) in a week, 3 to 5 photos in times of campaign. The type of image Valona would share concern both in visuals and contents. It will be colliding with the images that Valona has built up on Instagram but with more varieties and new ideas. They will be explained carefully in the next chapter as well as the chemical X.

All in all, in this subchapter, a basic idea of what Valona should change on Instagram is discussed. Emoji and hashtags are emphasized in usage, tagline and a trick to track the website link is also added. Timing issue was analyzed through the social media analytics Iconosquare and Simply Measured. In a wider view, Valona would not change into a totally new account but more the same image the brand already has, with variations.

4.2 Principle of visuals

In this subchapter, ideas that are suitable for improving visuals of Valona will be discussed in depth. The idea of emoji and hashtags will be explained and the principle of color style will be of concern.

4.2.1 Emoji and hashtags

As explained briefly in the previous subchapter, emoji and hashtags are growing strong and more visible than ever on Instagram. Even emoji itself can be hash tagged. According to Instagram industry report 2015 by Simple Measured, the most engaging icon is the heart shape and the most used hash tag words are #thisisboss and #pictureoftheday. Emoji were in use in 890 captions and 5596 hashtags were included in brand captions which associates to 2.5 hashtags per brand posts (Simply Measured 2015, 5.)

Hence, using emoji and hashtag strategically is also a great way of improving the visuals of Valona's Instagram as well as dragging more followers to the site. The emoji used for the Bio (Instagram profile section) were suggested in the previous subchapter. However, in each post's caption, in order to make use the most of emoji, whenever putting an emoji, put the hash tag before. This makes the post to be more visible on Instagram and drags more people to explore the Valona account. There are certain emoji that are mostly suitable with Valona brand and were chosen from the top 100 most popular emoji hashtags on Instagram:

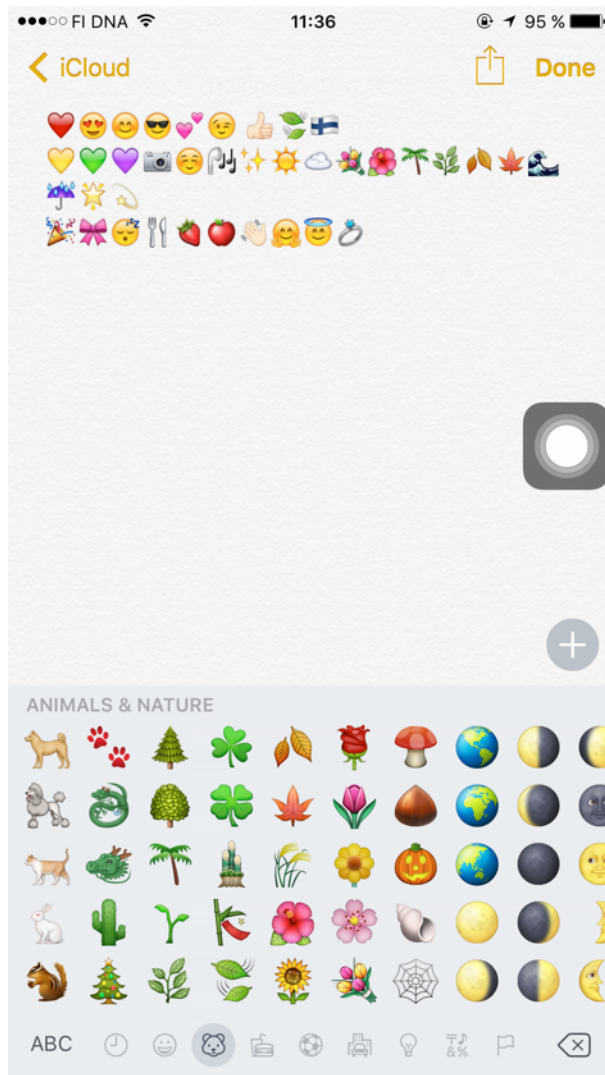


Figure 17: Suggested emoji hashtags for Valona (Weiss 3 June 2015)

The first line emoji are the main ones, the second and third lines are used for specific post, based on different campaign and what kind of media would be posted. Because Valona logo color contain white and light wooden yellow so emoji with these two color will be consistent with the brand image. Beside, since Valona is truly a Finnish brand design, a flag of Finland emoji would add up to strong authenticity and originality. As stated to be inspired by nature, especially birch trees, emoji relating to nature like leaves, green branches would be a choice.

Moreover, with emoji with face expression, Valona cannot be too funky looking brand but rather a natural-looking and elegant lady therefore gently expression emoji would be in use. By adding emoji to the caption, Valona will be in a different viewpoint from the followers. It is more personal and followers would feel more engaged and attached to the brand personality. As in figure 7- visual content continuum, emoji will be the second step to grab people's attention after the media itself.

According to Instagram industry report 2015, posts including both hash tags and location tags have proven to be an engagement-driven tool that is useful on Instagram (Simply Measured 2015, 4.) In fact, there are around 10 to 15 hash tags that have been used by Valona: *#valonadesign*, *#nordicdesign*, *#scandinavianstyle*, *#birch*, *#wood*, *#jotd* (jewelry of the day), *#Valona*, *#inspiration*, *#finland*, *#visitfinland*, and so on. Based on an article of a young digital marketer, below are the hashtags which are related and high-quality but at the same time popular for jewelry brand:

- Main and foremost hashtags: *#valonastyle* *#valonadesign* *#nordicdesign* *#scandinavianstyle* *#finland* *#birch* *#wood* *#jewelry* *#light* *#instajewelry* *#decoration* *#minimalism* *#jewelryforsale* *#love* *#potd* (picture of the day)
- Others: *#necklaceoftheday* *#earringsoftheday* *#jotd* (jewelry of the day) *#etsyjewelry* *#musthave* *#style* *#handmadejewelry* *#Necklace* *#accessories* *#selfmade* *#design* *#earrings* *#handmade* *#jewelrygram* *#new* *#bling* *#boutiques* *#instadaily* *#etsy* *#etsyhandmade* *#selfemployed* *#fashionjewelry* *#necklace* *#lookbook* *#ontrend* *#jotd* (Ruhman 25 September 2015.)

In different types of posts, there are different hash tags that can be picked from the list above. Moreover, in different campaign or season, other hash tags can be chosen to specifically collide with the content. The unique brand hashtag ***#valonastyle*** can be created in order to educate and drive followers to act, engage with the brand. Generally, this hashtag is tailored for the frequent Valona's followers and customers that are actually using Valona's product. There will be a specific campaign for this hashtag which will be discussed in the content section.

All in all, by making great use of emoji and hashtags, followers would feel more closed to the brand and it would drive engagement and urge the action to act whether it is follow, comment, like or share. As a result, the visuals of Valona will have a great change from a business-type brand to a friendlier brand.

4.2.2 Color palette and style

As stated in the previous chapter, Valona Instagram does not have a concrete and strict rule for the color palette and three main color are white, yellow and black. The style is minimalism and with perspective angle. The idea of seasonal color is effective and will make the account much more organized and attractive. The color here means the background color, the main shadow of the photo or the most outstanding color of an object in the photo. Moreover, Pantone, which is an authority company for color, provider of color system and a leading technology for accurate communication of color for 50 years, an-

nounced the color of the year 2016 are Rose Quartz and Serenity as well as Pantone fashion color 2016 as followed:



Figure 18: Top 10 colors by Pantone fashion color report spring 2016 (Lehotská 14 September 2015)

Based on the information, the most suitable color that Valona can apply is iced coffee as it has color of wood. However, for the seasonal color, rose quartz and serenity can be for spring, fiesta can be for summer, serenity and snorkel blue can be for autumn and winter. Another best color that Valona has been using quite a lot is black and white together. Black and white is timeless, it does not mean that the photo itself is black and white. It means the combination of black object and white object in a picture. For example, black himmeli earrings of Valona are captured in the white background color. Moreover, based on the logo of Valona, the code for the color is #D8CFAB. By using the tool 0 to 255, a website app that helps designers find variations of color, below is the screenshot of similar that Valona can use for creating images.

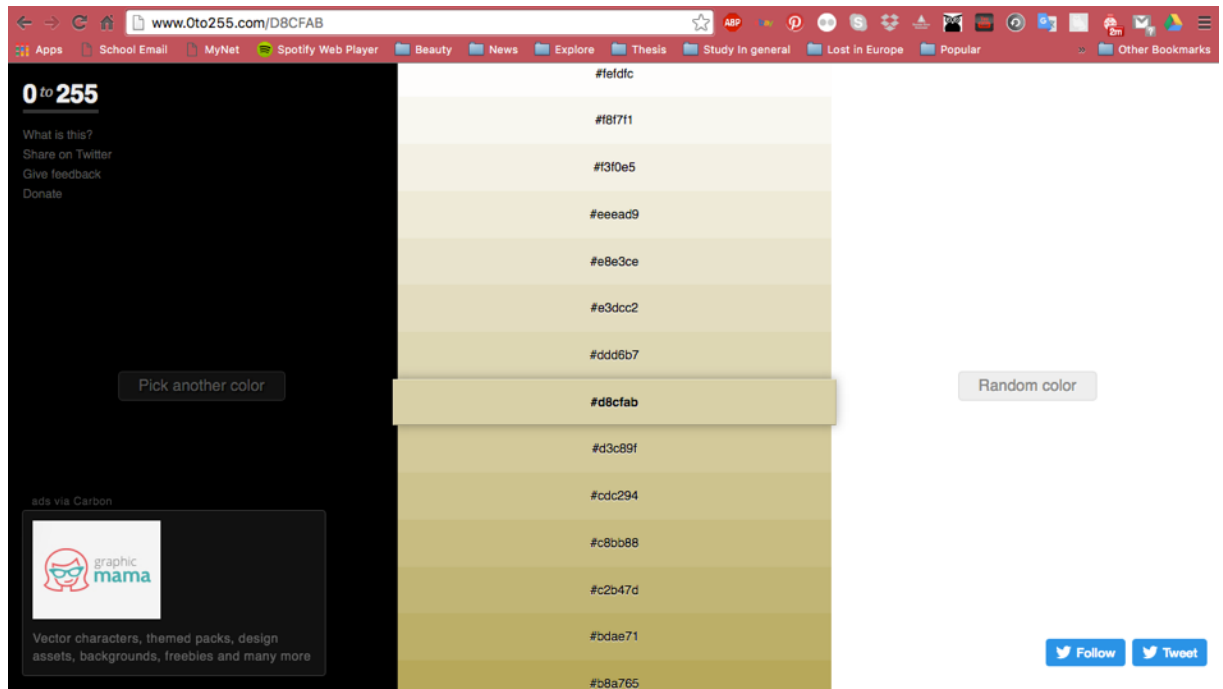


Figure 19: 0 to 255 color variation for Valona (From 0 to 255 website)

Besides the choosing the main color, mobile app photo editor is also a great way to create amazing photos. Even though Valona has been using just professional product photographs, it is creative and interesting to play with images that are taken by phone. Some of the filter or photo apps that are worth considering are:

- Instagram filters: Clarendon, Moon or Reyes which is a bit yellow tint and black and white with just 50% capacity.
- VSCO (Visual supply company) mobile app is considered to be the next Instagram as it has its own community of the art of IPhonography (iPhone photography). It has presets that allow editor to choose, edit in a professional yet simple and easy way.
- Snapseed ranks high in the selection of photo editor app for mobile. It is simple yet offers a powerful collection of tools for editing photos. (Wesson 3 March 2016.)

In conclusion, color palette can be ranged from 1 to 10 similar variation of the Valona's color with the addition of Pantone's every year chosen color. The color for Valona should not be vibrant or too bright that it would goes against the idea of light and gentle image of Valona style. Plus, utilizing the photo edit apps would improve the variety of visuals for Valona.

Concerning graphics style or in a more accurate phrase, Instagram feed style, there are no such regulation or compelling style template existed. Therefore, by researching and exploring Instagram, I'd come up with three styles that are frequently used by Instagram users. The styles are as in the examples below:

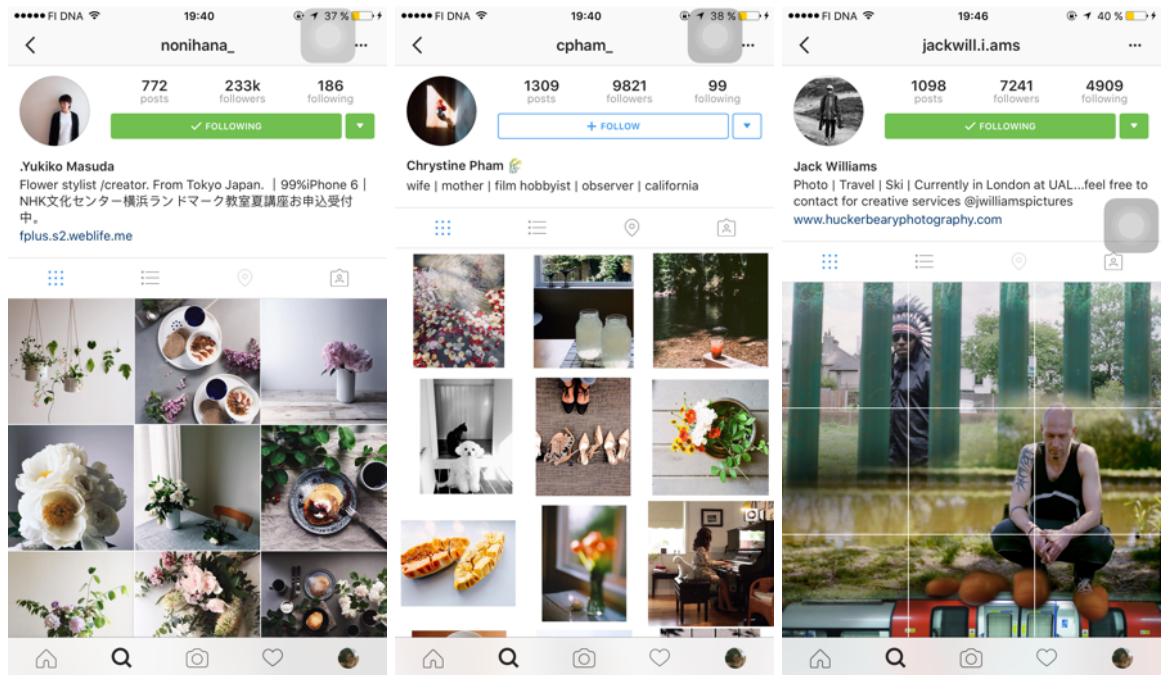


Figure 20: Instagram feed of @nonihana_, @cpham_, @jackwill.i.ams in three different styles (Screenshot)

The first screenshot shows the basic original style of Instagram feed which includes square photos. The second one is resized photo which allows Instagram users to keep the photos in their right size. The last one is the most creative one that breaks one photo into many pieces and put it in order to appear as a big image that can only be seen in the Instagram account. The first two styles have been used by Valona. However, the last one has never been created. The style can be relatively utilized in time of campaign for instance, a new product launch campaign, a giveaway game and so on. Using creativity is the most important thing to create amazing photos but it still needs to be simple and easy to handle. Therefore, the most accessible way to improve and add up a bit of spice to Valona Instagram feed is the second style. The tool here is the app called Instasize, which is totally free and has no company trademarks on the edited photos.

Generally speaking, the Instagram feed style is another element that helps brand attract more followers and create a nice inspiring account that drives attention. In order to grab more engagement and action as stated in Figure 7- visual content continuum, there are many more kinds of media on Instagram rather than photos and short videos. Next sub-chapter will give a closer look of what Instagram could offer and how Valona can make use of the benefits.

4.3 Valona's content media

Due to the fact that marketing team in Valona has just only the CEO, this subchapter is created to suggest the easiest solution to create various and suitable types of media on Instagram for Valona.

Valona has only made used of photo and video media on Instagram. There are some other options such as:

- *Boomerang*: an app from Instagram that creates fun and attractive photos looping back and forth
- *Layout*: also from Instagram that usually creates collage of photos.
- *GIF (graphic interchange image)*: can be posted as video format to Instagram. This usually uses short duration video of images.
- *Video*:
 - o At the end of May 2016, Instagram upgraded a video time frame from 15 seconds to 60 seconds.
 - o Slow-motion video: a video with lower speed than normal, it is usually used to show the details of the product or the impression.
 - o Stop-motion video: a video includes many continuous photos of an action, scene, and paintings in order to tell stories or show impression. This kind of video creates fun feelings.

Mentioning about *Boomerang* and *Layout* or *GIF image*, this can be a change for Valona Design, adding more angles of creativity that can be come up with. However, they are mostly targeted for the young people who love to have fun moments, those mentioned media will rather be temporarily and occasionally posted on Valona's Instagram. After the promotional video for Instagram was released, it is undoubtedly the main style that Valona would be following throughout the year. In autumn 2015, I participated in a team work under the course Creative corporate and marketing communication to produce a promotional video for Valona Design. The work gained a huge success over the teachers and students and also on Valona's social media.

The video has been so far the most commented post on Instagram. It also received a lot of likes and engagement rate on Facebook and other sites. The idea of the video is to shoot the impression of the jewelries. By combining the color of nature and the color of each earrings or necklace, the feeling of being closed to nature was created. Soft music, a bit slow motion effect was added to the video makes it touch the audience's sense of gentleness, lightness and peacefulness. It was exactly the story of Valona Design. Not only did it show the unique true value of Valona Design, it also brought the real image of the jewelries (no color effects were added to the video), and touched a bit of diversity (five models have different hair and skin color.)

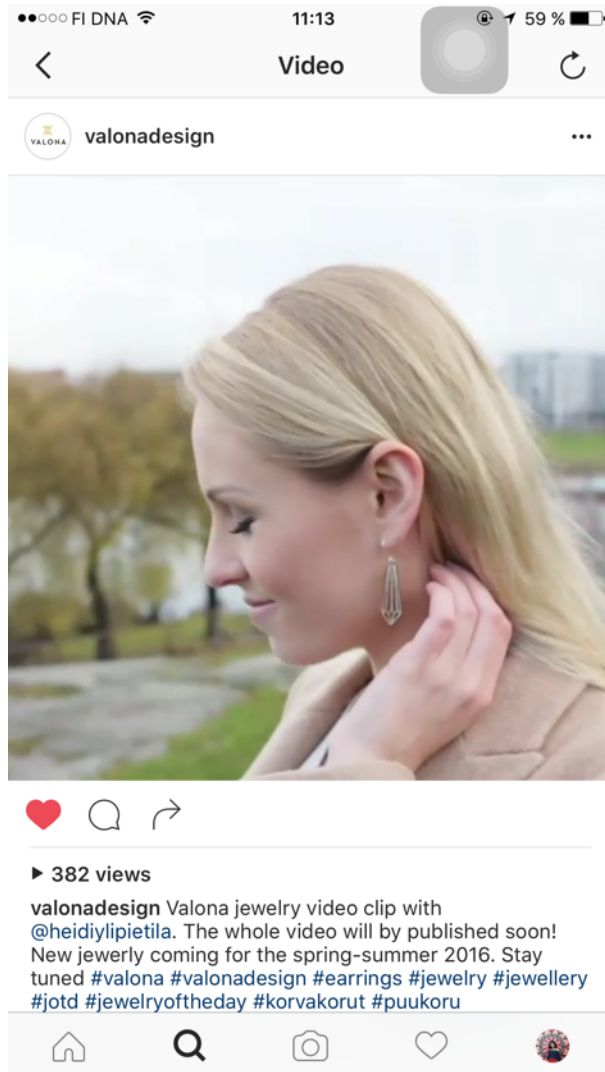


Figure 21: Valona Design Instagram video gained 382 views (Screenshot)

The second video on Instagram for Valona gained 382 views and nearly 70 likes and 15 comments. In the short video, a Finnish blond girl wears the wooden crystal earrings that matched with the color of the trees and the lake in the background. In other short clip, the color of jewelries goes with the nature object such as: green of moss, light yellow birch tree, yellow leaves branches.

Needless to say, beside photos, short slow motion impression video would be chosen to be the main media that Valona follows that reflects Figure 9 on how to tell the brand story. In order to deliver the most widespread brand message about value, uniqueness, trustworthiness and authenticity, content marketing matrix is made to categorize ideas into three ways of customer communication discussed in the subchapter 2.2.2.

4.4 Content marketing matrix

Content marketing matrix as based on the template suggested by Smart Insights and Hubspots (Figure 10) will briefly explain the way of categorizing ideas.



Figure 22: Valona Instagram content marketing matrix

The 3'E communication includes educate, entertain and enlighten. In this matrix, enlighten means to convince and to inspire. So as to educate the followers, report on trend in the industry or international trend can be considered. The content can be reporting travelling trend or minimalism lifestyle in decoration. The product guide's purpose is for showing how to use the product and make the most out of it. Different fashion style or hairstyle can be suggested or different ways of arranging Valona's decoration in interior design. The content can be image or video type therefore impression video is in the section of all together educating and entertaining and enlightening.

Holiday or seasonal greetings, especially on the targeted markets can be indirect advertising. Giveaway and mini game has been quite popular for small brands on Instagram. Therefore, there could be 2-3 giveaways and mini games a year in order to appreciate the followers for supporting the brand or to launch new product. This will enhance the trustworthiness between the brand and the customers it implies that brand cares about the customers and knows what they want.

To enlighten or inspire followers and eventually get closer to the buying decision, Valona can have photos of a great lifestyle that is closed to the nature, feedbacks from the customers or communications with the key influencers. Moreover, sales or product checklist can be one of contents. This provides a more detailed information and directly persuades audience to make buying decisions. Basically, after indirect advertising like showing lifestyle, trends, and inspirations by nature, Valona takes the last step of the process to directly promote the products.

With this content marketing matrix, different ideas will be tailored to fit right in the calendar for Valona's Instagram marketing. The concepts of AIDA model in marketing and 12 common buying triggers explained in the subchapter 2.2.2 and 2.2.3 will be combined and taken into great use. As a result, the content marketing calendar is demonstrated and discussed in the next section.

4.5 Valona Design's content marketing calendar

In this subchapter, examples of different types of content for Valona Design in the second half of year 2016 will be demonstrated in details. The final content marketing calendar will be attached as appendix 4 and 5 at the bottom of this thesis.

First of all, as mentioned in the previous subchapters, hash tag is undoubtedly important for Instagram marketing. In order to educate followers to understand more about the brand, hash tag **#valonastyle** is created. The act of publishing a hashtag is not an issue, but how to spread the existence of it requires a plan and an effort. The hashtag itself represents any kind of photos that have Valona products on these. The purpose is closed to encouraging people to show us how they enjoy using the Valona products. It is contributing to the brand stories of Valona by taking advantages of the user-content. Eventually, others people who are not the brand's followers might see the content and then the buying triggers such as love, desire, involvement or desire to belong would appear.

However, in order to let people know about the hashtag, a plan needs to be carefully created. A series of “Happy new month” will start at the beginning of each month. Starting from July, the hash tag can be first introduced to followers with caption similar to this: “Cheers to the month of summer vacation! Have you packed #Valona earrings with you? If not, remember to do so and wish you have an awesome trip. Remember to hashtag #valonastyle in your photo! You might win a gift later.” Then, from the future posts, hashtag #valonastyle will appear first in the hashtag section as well as the CTA will be asking people to write this hashtag. Moreover, in order to make the followers feel personal and involving to the brand, a discount or giveaway will be later announced. The outcome of this might take two to three months to make followers have the habit of hash-tagging #valonastyle in their posts. Ultimately, it would reach the level of brand advocacy when the follower feels great and proud to have their image regram (repost) by Valona. Regram will be done every two to three week depending on how wide the hashtag can get.

Secondly, to have more original content on Instagram, **a trend guide** on how to mix and match Valona jewelries with different kinds of seasonal outfits. The frequency would be once a month, depending on how followers react on the post. The photos would be a model wearing Valona jewelries in different outfit or style. A model can be changed each month and does not have to be professional one. They can be Valona’s owner, the sales person in Madeby Helsinki shop (where Valona products are displayed) or Valona’s customers’ photos on Instagram. The jewelries have various color and different shapes so it is not hard to create different style with Valona.

It is the unique side of the brand if Valona can deliver such personal and customized message to the followers telling that it is suitable to wear in any kind of weather, on any kind of style and personality yet still remains the specialness. People would love see how well the jewelries look on them therefore, rather than having a beautiful professional photograph of jewelries, it is much better to have a decent photo of how it would look on people. The reason is simple as stated in the previous paragraphs many times, people are attracted to photos with faces. The caption can be similar to this: “Have you been wearing #valona #jewelry lately? Starting from today, each month, Valona will give you a suggestion on what to wear with Valona jewelries or even regram your photo if it is the best. Let us know how do you mix and match by hash tagging #valonastyle.”

Thirdly, there are four fairs that Valona will be attending this year. A series of posts called “**Countdown**” will be created prior to the events. For example, about one month before the Formex fair- the biggest Nordic interior design meeting, a post introducing about the fair with the detailed information of dates, time and venue will be widely announced on

Instagram. It would make the followers feel like they have an exclusive privilege of following Valona so that they'd know about the fair. In order not to lose people's interest, a closer view or updates while Valona is there will be carried out continuously. The countdown can be simply written as this: "1 hour to the opening hour. This is an exclusive view from inside Formex biggest meeting for Nordic design. What is your favorite design?"

Fourthly, in order to enlighten the followers' days, **a discount CTA** exclusively aiming at Valona's followers that are from a targeted market will be created in combination with the creation of hashtag #valonastyle. It means that followers would do something in order to get the discount. For example, it can be in prior to the Formex event in Sweden, an introduction text and ask to tag other accounts to have a discount 10% when buying at the fair. Moreover, after two months of the hashtag #valonastyle, or depending how popular the hashtag can get, a thank you gift will be sent out to those who has the best #valonastyle post. It is a surprise for those who are currently spreading the popularity of the hashtags for Valona. This, absolutely, would make followers feel connected to the brand and appreciated. Brand love then appears and continues. Therefore, every now and then, about once a month or twice a month, it is suggested to select a follower's post with the hashtag, send a gift and say thanks for loving Valona.

Fifthly, post relating to "**lifestyle and personal story**" can be of interest to many others. A story or two of how Elina- the founder got inspiration of designing the products will be an interesting post that creates curiosity for followers. It is the "interest" and "desire" in the AIDA model for marketing. By showing original and unique content that they cannot get anywhere else makes them feel attached to the brand. Therefore, about once or twice a month, it is ideal to post lifestyle and personal story with an image relating to the owner's living style and stories. The visual type can just be iPhone photography with simple, basic snap photos. It is to educate people to understand more about Valona brand and the characters of it.

Lastly, **an occasional post** can be created in different time with different purpose every now and then. For example, it can be a "Happy new month" post for inspiring purpose or autumn break, Christmas and so on. Furthermore, a real-time post can be added to the calendar as when the event occurs. It might be a weather-related post that shows the common feeling for the first snow, aurora or first leaf falling down or anything similar to those. Those real-time posts are able to show the followers that Valona is updated and being visible and available all of time. It does not need to have advertisement in the caption, the purpose is to be visible, to make people remember the brand.

It is important to note that the calendar is not fully filled in since it acts a framework for further work on Instagram. Some of the content might be changed in times of occasion and from Valona Design's decision.

In conclusion, based on the analysis of Valona Design's Instagram and the theoretical framework about Instagram branding, together with personal understanding and experience, all these ideas above are created thoroughly. The creation of hashtag *#valonastyle*, many ways to include a CTA in the caption, different types of content eventually serves the purpose of Valona Design being popular and visible on Instagram. As a result, brand love from the followers can be gained.

5 Product presentation to Valona Design

Elina Mäntylä, who has been an entrepreneur and artist in arts and crafts for 10 years, is the one and only interviewee in this feedback's session. She has 17 years of teaching experience. Also, it has been almost 10 years when she decided to be an entrepreneur and the idea of Valona was created. As mentioned before, she is self-employed in Valona, which means she is the only one who takes care of marketing activities of Valona Design. Therefore, her opinions on the content marketing calendar and all the findings above are the most valuable ones.

A one-and-a-half-hour interview was carried out on Thursday 16 June 2016 in a coffee shop in Hakaniemi market hall. At first, a brief introduction of the thesis framework was told. Followed up was the presentation of the analysis and the marketing plan, with the detailed look on the content marketing calendar in an Excel file attached at the bottom of this thesis. In the end, a list of interview questions was asked accordingly. These questions are listed below together with its answers.

Table 6: Interview questions and answers

Question	Framework	Answers
1. Based on the principle of visuals for Valona Design, which element do you think is the most important for Valona?	Figure 6: Instagram visual identity elements & Visual content continuum	Graphic style and the logo are the most important elements for Valona Design. Because those are the first things to be judged when followers click the Instagram feed
2. From suggested profile description to emoji and hashtags, what do you think is well-created and can be applied accordingly?	Instagram marketing plan and the power of visuals (sub-chapter 2.2.4 and 2.2.1)	She agrees with the creation of emoji and hashtag since she is now more aware of it becoming popular and beneficial. The bit.ly link is definitely worth a try. A CTA containing "click here to shop and explore" is a really good idea.
3. What do you think about the color palette/Instagram feed style that Valona is currently using and the new idea suggested in the picture?	The power of visuals (sub-chapter 2.2.1)	As tried the different style of color in different time of the year, she agrees with the findings of trending color by Pantone and of course the color variation website app is such a useful solution.
4. Do you agree with the content marketing matrix?	To tell the brand story (sub-chapter 2.2.2)	Really detailed and gave a different but wider view on marketing for Valona
5. Have you heard about	To tell the brand story (sub-	She used Layout from In-

different types of medias that can be posted on Instagram except for video and photos? What do you think about the suggested ideas?	chapter 2.2.2)	stagram but hasn't heard about Boomerang and VSCO or other suggested tools. She thinks that Valona should have more variations of medias as well.
6. How well do you agree with the topic editorial inventory?	Topic editorial inventory (sub-chapter 2.2.5)	She totally agrees.
7. How would you evaluate some of the new ideas for marketing such as: (showing different content ideas)? Do you think this will make the followers buy the products?	Figure 9: 12 common buying triggers found on Instagram (sub-chapter 2.2.3)	After showing different ideas such as monthly trend guide, a throwback Thursday, giveaways, minigame, etc. She pretty much agrees with the ideas. However, the implementation might be hard because she is the only one managing.
8. About the audience or the community of Valona Design on Instagram, what do you think of key influencers on Instagram? Are they important?	Community (sub-chapter 2.2.3)	More bloggers are definitely must thing to do. However, since the budget for paying was not high therefore challenge might be occurring
9. Altogether, from a wider view, do you agree with the Instagram branding framework or marketing strategy that I built for Valona?	Figure 6: Social media branding	"Now I feel like the energy and motivation for Instagram is coming back to me"
10. Do you have any other suggestions on adjusting the content marketing calendar in general?		The only thing might be missing is that Valona will have 10-year celebration in July the 6 th . And the video of "How to make a Himmeli decoration" for the website.

After more than one hour of discussing and exchanging ideas, I received recommendations and ideas for adjusting the calendar. For Valona, Elina was pleased to receive such information and idea about Instagram. She believed that with Instagram, Valona can become more well-known in the market. The result of the presentation and interview are best shown in the Valona's Facebook post as below:



Figure 23: Screenshot of Valona’s Facebook post about the meet-up.

Furthermore, even though the thesis will finish with the content calendar as the result, Elina is more than welcome to implement my presented ideas in the time ahead. First is the short Instagram video on how to assemble Himmeli decoration, which will be shot during the last week of June. Second is the photo inventory for upcoming products. I will receive earrings from Valona (both old and new ones) and bring it during the travel trip around Europe with the purpose of creating as many iPhone photographs for Valona Design’s Instagram as possible. This will act as a creation of the hashtag #valonastyle and also as a testing period for all the emoji and hashtags that have been suggested.

Altogether, with the frame and template I have created for the content calendar and the topic inventory, Valona is believed to deliver more suitable and valuable content on Instagram in the future. Later on, so as to measure the success from the content marketing on Instagram, the next chapter provides some of the most leading website and mobile applications for social media analytics.

6 Recommendation and evaluation

6.1 Social analytics tool to measure success

Setting up a social media channel is easy, running it smoothly is not easy and measuring the success or failure of it is definitely not simple at all. In fact, it requires a lot of effort and understandings about the best social analytics tools that are suitable with the company.

Beside Iconosquare and Simple Measured that has been mentioned in the previous post, this analytics website is another option for Valona in the future. However, it is not free, the price is 79\$ per month with advanced features and benefits. There are some features that are actually suitable for Valona Design from Social Insights:

- The information and numbers are available for: total followers, follower growth, follower change, followers gained, followers lost, average daily change, percent change, number of posts, interactions post, engagement rate, profile engagement rate, total posts, total likes, total comments, average likes per post, average comments per post, best time to post, post types, most engaging post types, top photo filters, most engaging photo filters, top video filters, most engaging video filters.
- Also it allows more people to monitor and link other accounts.
- It shows to best time to post based on the previous posts' performances
- Every new month has new feature

This social analytics tool seems to have a lot of features and useful information on managing Instagram. Another one is Hootsuite, it works just like Iconosquare, Simple Measured and Social Insights, except for the feature of scheduling to post. However, since it is not free and Valona Design does not require such heavy work for Instagram at the moment, the site is more suitable for the future.

Instead, there are other tools which can help Valona Design handle the account easier. Below are the tools that align with the content marketing ideas:

- InstaFollow: this is a mobile app that provides information for the followers' base. For example, it allows to track followers who are not following back. Track new followers and unfollowers. It is to keep track of the followers and as a result, it reflects on the performances of the post.
- Instagetter: it allows users to download the best quality photo on Instagram to mobile. It makes the regram with the hashtag #valonastyle a lot easier.

In conclusion, as a young Instagram brand with self-employed CEO, the help of those mentioned tools and the photo editing application suggested in the previous chapters is believed to help Valona Design monitor Instagram in the most efficient, convenient and economical way.

6.2 Evaluation and discussion

The theoretical frameworks have been developed to be up-to-date and reliable in assurance with the knowledge from marketing specialization courses taken in Haaga-helia University of Applied Sciences. The study of majority of books used as references in this thesis includes academic findings and latest models and theories. All the references are new, mostly dating back to the oldest one, which is 2012.

The experience and research on Instagram has been carried out by a great amount of time of observing and testing different tactics and tools on Instagram. My years of experience on Instagram are equal to the available years of Instagram. Moreover, the thesis process has been a three month full of expectations, good and bad reality results, an extreme self-study and most of all, self-management.

Beside the main interview or feedback sessions, there were several emails from the CEO of Valona Design and me in a huge effort of improving knowledge about Instagram in business. All emails exchange, interviews and discussions have been handling with care and responsibility. Both parties are happy with the result and future benefits from each other.

Valona will have me as an ambassador for Valona Design by taking care of new jewelries' launching program. As for me, I will have a chance to try on, test out and create photos and videos, or in other words, content marketing ideas for Valona Design during the time I am still around in Finland. Furthermore, both parties are discussing about the opportunity of bringing Valona Design to Viet Nam market, another international step to reach further. Longer relationship is absolutely confirmed.

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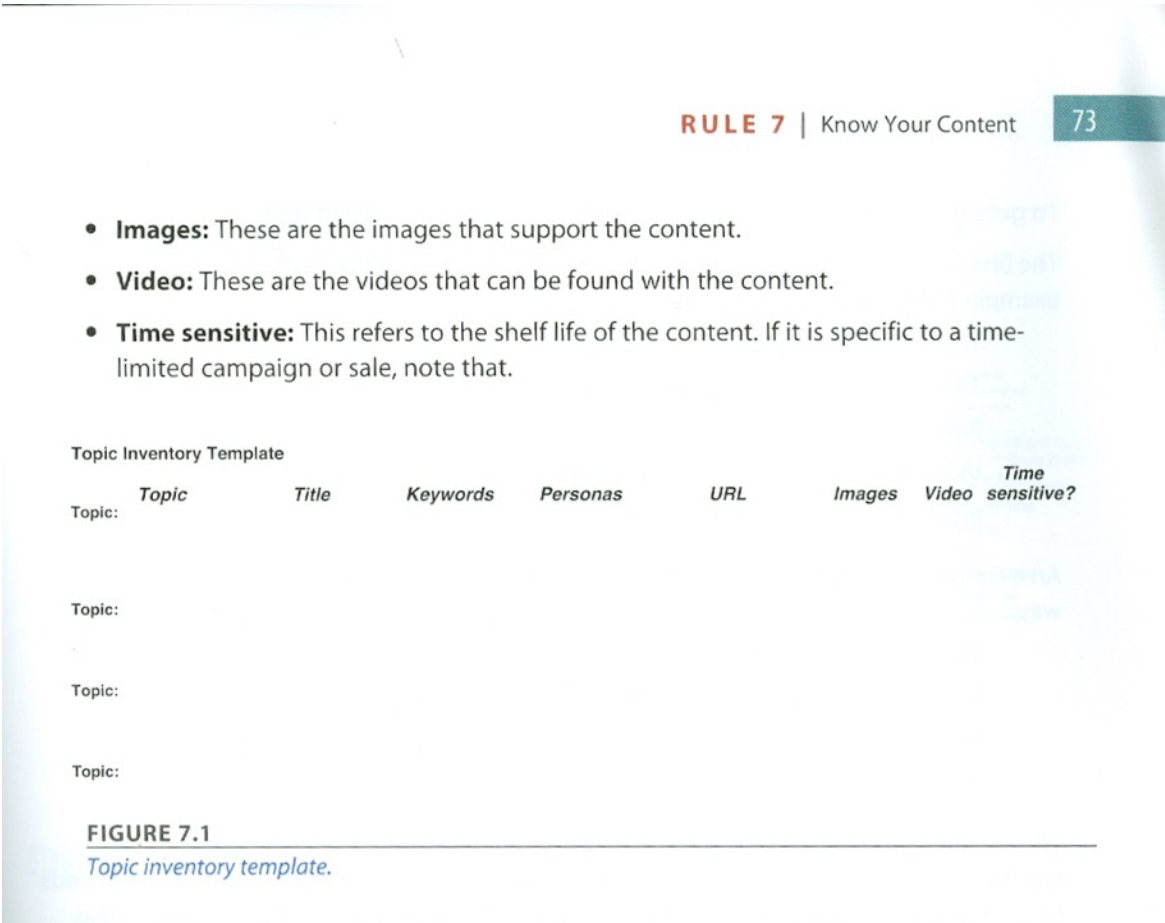
Appendices

Appendix 1. Thesis overlay matrix of theoretical framework and project management method

PROJECT TASK	Data source	Timeframe	Method	Outcome
1 ESTABLISHING THE THEORETICAL FRAMEWORK	Theories, concepts, models, research	April 2016	Desktop study	Theoretical Framework of Instagram branding
2 ANALYZING VALONA INSTAGRAM ACCOUNT	Established theoretical framework (the power of visuals and brand story telling), research in similar company and industry	May 2016	Desktop research and Iconosquare	Strengths and weaknesses of Valona Instagram account
3.1 ESTABLISHING BASIC MARKETING PLAN	Theoretical framework (Instagram basic marketing plan) and research	May 2016	Designing the plan	Valona basic marketing plan
3.2 DESIGNING PRINCIPLE OF VISUALIZATION	Established theoretical framework (the power of visuals) and analysis	May 2016	Producing the principle	Visualization plan for Valona
3.3 DESIGNING CONTENT EDITORIAL CALENDAR	Theoretical framework, topic editorial inventory template, research	May 2016	Excel	Draft version of the calendar
4 PRESENTING THE CALENDAR TO VALONA	Draft version of the calendar, research data	June 2016	Feedback collection as an interview	Adjusted version of the calendar
5 UPDATING AND THE CALENDAR	Feedback evaluation, some of the content	June 2016	Feedback analysis	Fixed and adjusted version of the calendar
6 ANALYTIC TOOLS TO MEASURE SUCCESS	Research and findings	June 2016	Desktop research	Suitable analytic tools for Valona
7 EVALUATION, EXPERIENCE AND DEBRIEFING	Thesis process report and own experience	June 2016	Evaluation and analysis	Project outcome evaluation and discussion

Appendix 2. Topic inventory template

From The visual marketing revolution by Stephanie Diamond



Appendix 3. Sample editorial calendar

From the book Epic content marketing by Joe Pulizzi

Sample Editorial Calendar							
	Author	Topic	Status	Call to Action	Main Keyword	Category	Next Update
Week of May 21							
Monday, May 21							
Tuesday, May 22							
Wednesday, May 23							
Thursday, May 24							
Friday, May 25							
Week of May 28							
Monday, May 28							
Tuesday, May 29							
Wednesday, May 30							
Thursday, May 31							
Friday, June 1							
Week of June 4							
Monday, June 4							
Tuesday, June 5							
Wednesday, June 6							
Thursday, June 7							
Friday, June 8							
Week of June 11							
Monday, June 11							
Tuesday, June 12							
Wednesday, June 13							
Thursday, June 14							
Friday, June 15							
Week of June 18							
Monday, June 18							
Tuesday, June 19							
Wednesday, June 20							
Thursday, June 21							
Friday, June 22							

Figure 14.1 A basic look for an editorial calendar.

Appendix 4. Content marketing calendar of Valona Design

Full version (from July-December 2016) is available here: <http://bit.ly/1sMWuvE>

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<div> <div>Jul-16</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>10</div> <div>11</div> <div>12</div> <div>13</div> <div>14</div> <div>15</div> <div>16</div> <div>17</div> <div>18</div> <div>19</div> <div>20</div> <div>21</div> <div>22</div> <div>23</div> <div>24</div> <div>25</div> <div>26</div> <div>27</div> <div>28</div> <div>29</div> <div>30</div> <div>31</div> </div>						
<div> <div>Aug-16</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>10</div> <div>11</div> <div>12</div> <div>13</div> <div>14</div> <div>15</div> <div>16</div> <div>17</div> <div>18</div> <div>19</div> <div>20</div> <div>21</div> <div>22</div> <div>23</div> <div>24</div> <div>25</div> <div>26</div> <div>27</div> <div>28</div> <div>29</div> <div>30</div> <div>31</div> </div>						
<div> <div>Sep-16</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>10</div> <div>11</div> <div>12</div> <div>13</div> <div>14</div> <div>15</div> <div>16</div> <div>17</div> <div>18</div> <div>19</div> <div>20</div> <div>21</div> <div>22</div> <div>23</div> <div>24</div> <div>25</div> <div>26</div> <div>27</div> <div>28</div> <div>29</div> <div>30</div> </div>						
<div> <div>Oct-16</div> <div>1</div> <div>2</div> <div>3</div> <div>4</div> <div>5</div> <div>6</div> <div>7</div> <div>8</div> <div>9</div> <div>10</div> <div>11</div> <div>12</div> <div>13</div> <div>14</div> <div>15</div> <div>16</div> <div>17</div> <div>18</div> <div>19</div> <div>20</div> <div>21</div> <div>22</div> <div>23</div> <div>24</div> <div>25</div> <div>26</div> <div>27</div> <div>28</div> <div>29</div> <div>30</div> <div>31</div> </div>						

Appendix 5. Topic editorial inventory

Full version (from July-December 2016) is available here: <http://bit.ly/1sMWuE>

Date	Topic	Headline	Caption/CTA/tone of voice	Content Type	Visual Type	Graphic style	Hashtags	Personas	URL for storyboard	Time sensitive?
Friday, 1 July 2016	Happy new month and introducing the hashtag #valonastyle	HAPPY JULY	Cheers to the month of summer vacation! Have you packed #valona earrings with you? If not, remember to do so and wish you have an awesome trip. Remember to hashtag #valonastyle in your photo! You might win a gift later.	to enlighten and educate	Image of the model wearing the jewelries, preferably taken by phone	Bright color with shades of blue	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #jewelry #light #instajewelry #decoration #minimalism #jewelryforsale #love #potd #summer #beach #july #etsy #etsythandmade #selfemployed	Young people	https://fi.pinterest.com/pin/AYtG0pH2R08SP3t8bdx54K9d8dMaDFuC1E21tCP52kz1bXWwXcmM/	6p.m- 10p.m
Thursday, 7 July 2016	Throwback Thursday	n/a	Enjoying wonderful summer weather here in Helsinki. Are you feeling the same?	to entertain	Image of decoration in the midnight sun	Bright color and minimalism	#midsummer #finnish #midnightsun #tbt #valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #decoration #minimalism #love #potd #summer #etsy #etsythandmade #selfemployed	Everyone	https://fi.pinterest.com/pin/438678819932815658/	6p.m- 10p.m
Sunday, 10 July 2016	Sunday Funday	n/a	Amazing idea for decoration. Have you got one? Share with Valona by hashtagging #valonastyle. A gift might be offered later!	to educate	Image of interior decoration with Valona product	Bright color and minimalism	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #decoration #minimalism #love #potd #summer #etsy #etsythandmade #selfemployed	Everyone	https://fi.pinterest.com/pin/47991552258122816/	6p.m- 10p.m
Friday, 15 July 2016	Lifestyle	n/a	Happy weekend to everyone!	to enlighten	Short Boomerang photo of Valona decoration moving in the wind	iphonephotography. Bright color and minimalism	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #decoration #minimalism #love #potd #summer #etsy #etsythandmade #selfemployed	Everyone		6p.m- 10p.m
Sunday, 17 July 2016	July's monthly trend guide	FIRST TREND GUIDE EVER	Have you been wearing #valona #jewelry lately? Starting from today, each month, Valona will give you a suggestion on what to wear with Valona jewelries or even regram your photo if it is the best. Let us know how do you mix and match by hash tagging #valonastyle.	to educate	Image of a model wearing the jewelries (red, orange or blue color) but displaying in three posts	(closed and iphonography)	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #decoration #minimalism #love #potd #summer #etsy #etsythandmade #selfemployed #jotd #instajewelry	Everyone	https://fi.pinterest.com/pin/441141725981525401/	6p.m- 10p.m
Sunday, 24 July 2016	Formex's introduction	The biggest meeting for Nordic design	Introduction text and asking to tag other account to have a discount 10% when buying at the fair	to educate	Formex logo or image	outsourced	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #formex	Swedish		6p.m- 10p.m
Friday, 29 July 2016	Personal story	How I come up with design idea?	Sharing stories of how Elina got inspired by nature and come up with the idea of Valona	to enlighten	Elina's picture walking in the forest		#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light	Everyone		6p.m- 10p.m
Monday, 1 August 2016	Happy new month/Discount information on the fair	Discount for those who regram and tag your friends!	Remind about the dates of the fair and the rules for the discount	to educate and enlighten	Image of Valona's corner in the fair (previous year)	Bright color	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #formex #discount	Swedish		6p.m- 10p.m
Thursday, 11 August 2016	Throwback Thursday									6p.m- 10p.m
Wednesday, 17 August 2016	Countdown to fair	ONLY 1 WEEK TILL FORMEX	It means you got only one week to join the regram game.....	to educate and enlighten	Image of professional product photography	Bright color and minimalism	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #formex #discount	Swedish		6p.m- 10p.m
Sunday, 21 August 2016	August's monthly trend guide	Bye bye summer	A suggestion on how to wear Valona jewelries on last summer trip	to educate and enlighten	Image of a model wearing the jewelries (red, orange or blue color)	Warm color	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #decoration #minimalism #love #potd #summer #etsy #etsythandmade #selfemployed #jotd #instajewelry	young people		6p.m- 10p.m
Wednesday, 24 August 2016	Formex Update	FIRST DAY	Announcing and updating the fair corner	to enlighten	Iphonography, real-time photo	Bright color	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #formex #discount	Everyone		6p.m- 10p.m
Thursday, 25 August 2016	Formex Update	AMAZING NORDIC DESIGN	This is an exclusive view from inside Formex biggest meeting for nordic design. What are your favorites?	to enlighten and entertain	Videos of 1-5 smaller clips	n/a	#valonastyle #valonadesign #nordicdesign #scandinavianstyle #finland #birch #wood #light #formex #discount	Everyone		6p.m- 10p.m